MODERN PACKAGING



FEBRUARY 1935

It's GOOD BUSINESS TO PACKAGE FOR *EFFECT*

IN PREPARING A PRODUCT FOR MARKET, A DISTINCT COMPETITIVE ADVANTAGE IS OBTAINED BY PACKAGE APPEARANCE WHICH BOWS TO CURRENT CONSUMER TASTE

Increasing numbers of successful products bear glowing testimony to the skill of the Brooks & Porter organization in creation and manufacture of packages which convert prospects into buyers.



bp

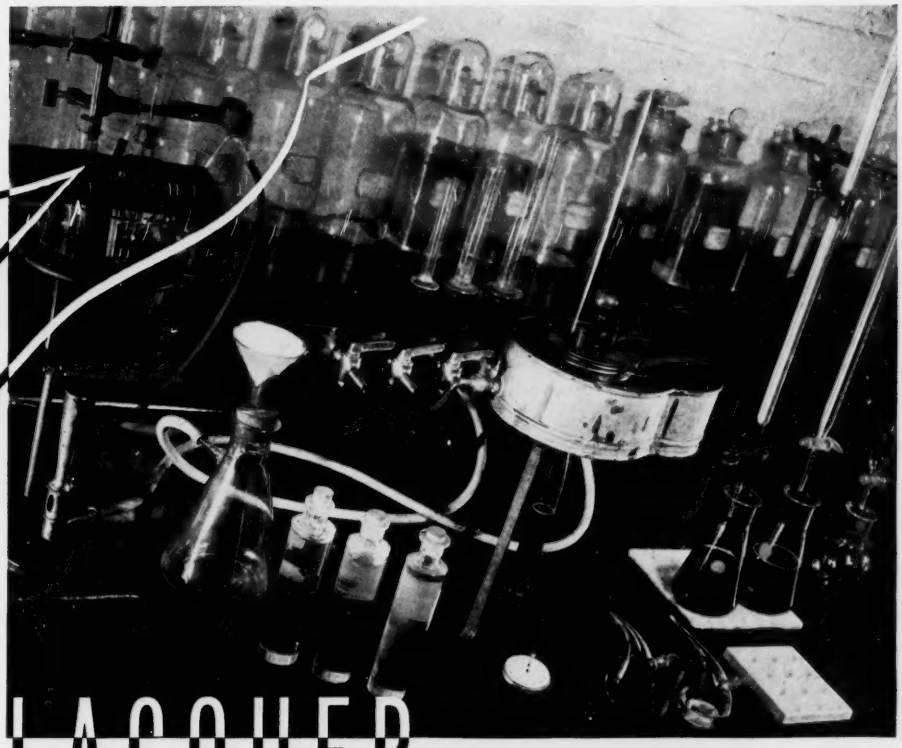
BROOKS & PORTER,

•

CREATIVE STYLISTS A
MANUFACTURERS OF FOLDI
CARTONS, COUNTER A
WINDOW DISPLAYS

•

304 HUDSON STREE
NEW YORK



LACQUER FOR METAL CAPS

STEEL FINGERS of capping machines . . . blistering temperatures of retort or sterilizer . . . biting acids of food products . . . all seek to mar the smooth golden sheen or impair the protective ability of the lacquer on a metal cap. For that reason Phoenix makes its own lacquers . . . lacquers especially developed for metal caps. It is an **important** reason. Fossil gums, selected oils, modern equipment, skilled labor, experienced direction, constant testing, as well as specialization, produce a lacquer which retains its lustre and durability under the most exacting conditions. And this, in turn, produces better metal caps.

PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO :: 3720 FOURTEENTH AVE., BROOKLYN

Phoenix Compo Cap | C T Bottle Cap | C T Jar Cap



MODERN PACKAGING

FEBRUARY 1935 • VOL. 8 • NUMBER 6

CHARLES A. BRESKIN—Publishing Director. **D. E. A. CHARLTON**—Editor. **ALAN S. COLE**—General Manager. **PERRY H. BACKSTROM**—Advertising Manager. **DWIGHT COOK**—Western Manager. **A. Q. MAISEL**—Associate Editor. **F. L. POSNER**—Circulation Manager. **MAHLON A. CLINE**—Art Director. **R. N. KALB**—Production Manager.

This issue includes a presentation of the 1934 All-America packages which were selected for the annual awards—this year, gold, silver and bronze medals. The rules governing the selection of these packages, together with comments of the judges and other pertinent information are also included.

Of interest, too, will be a summary of progress (on page 102) of the "performance" of last year's winning packages—a check-up of accomplishment of the 1933 All-America Twelve.

The March issue will report proceedings of the Fifth Packaging Exposition and Conference—this year held at the Palmer House, Chicago. Also a report of the National Wine & Liquor Show and Convention.

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The Flying Ladder

The 34th pursuit squadron of the U. S. Army Air Corps in tactical formation over March Field, California. This fast-flying ladder formation is one of the most difficult to execute.

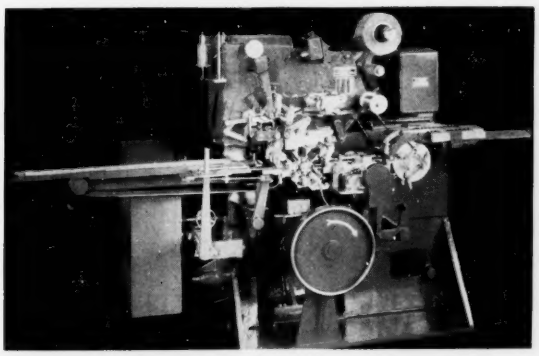
The Sure, Sustained Speed of a Plane

That is how effortless a *New* REDINGTON Continuous Loading CARTONER seems to operate. No clatter, no bang, no grind, no unsightly swinging arms—and no cams on this "most complete and perfect cartoning machine yet." Pusher arms ease your product into a tuck or glued-end carton continuously at one-fifth the operating speed. At every stage your bottle, collapsible tube or jar* is handled as if it were the most fragile glass. This Redington pays its way several times over by *cutting costs*. Shall we show you how—without obligation? A letter and a sample of your cartoned products will bring full details.

F. B. REDINGTON CO. (Est. 1897)
110–112 So. Sangamon St., Chicago, Ill.

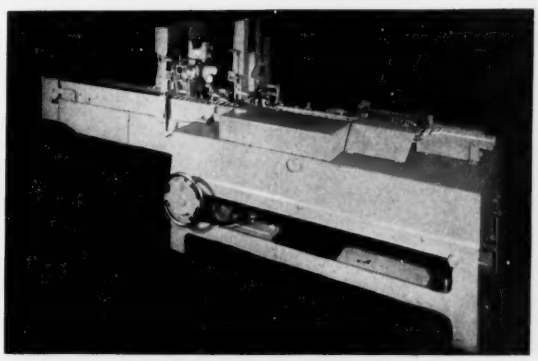
REDINGTON
Continuous Loading CARTONERS

ADVANCE NEWS FLASHES of THE PACKAGING SHOW—Chicago, March 5 to 8



High Speed Cellophane WRAPPER

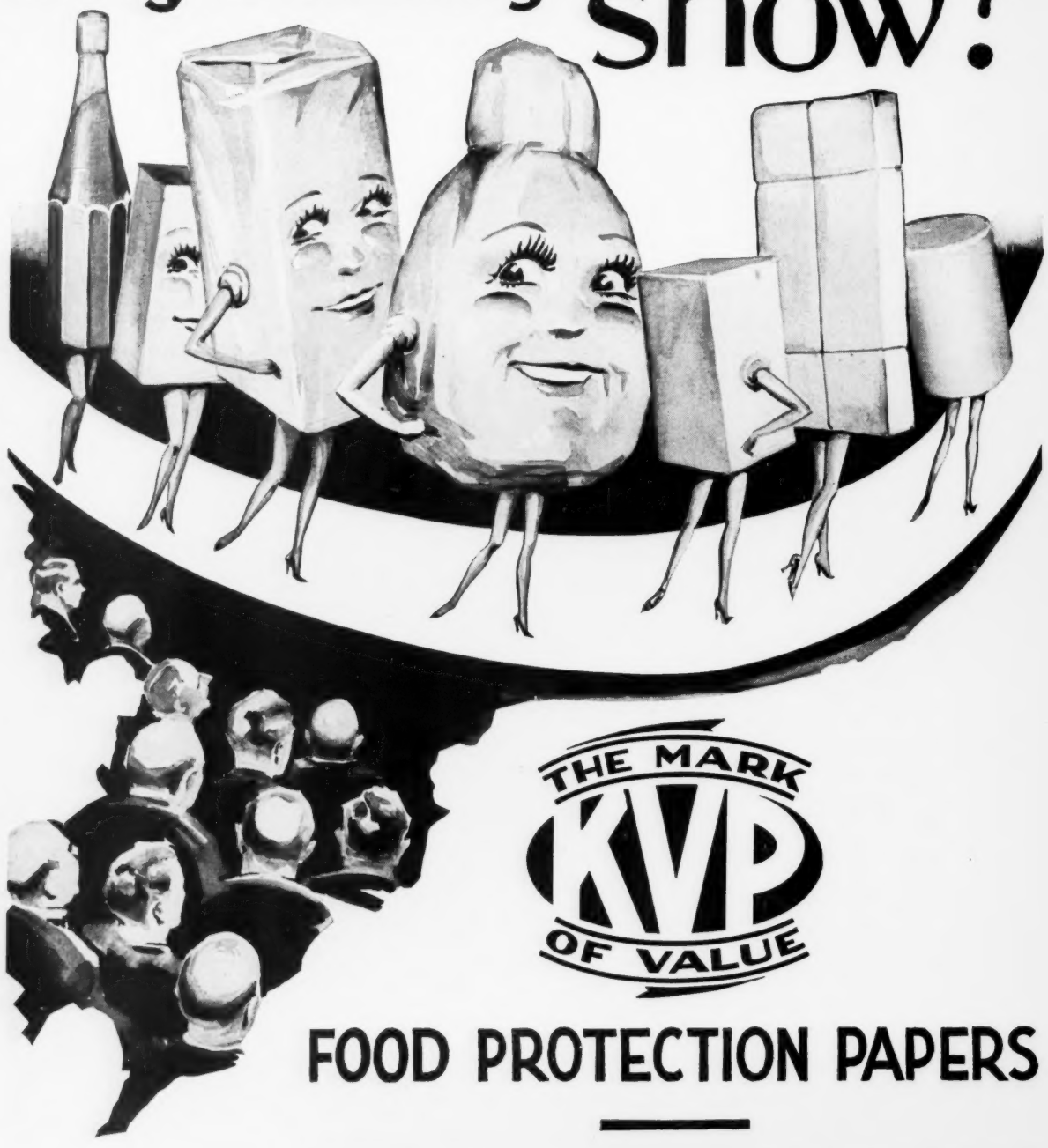
Fast enough to meet the most exacting demands. Compact, complete and durable—by far the finest ever built. "Easy Opening Strip" device, and printed Cellophane design control optional.



***Continuous Loading CARTONER**

For any cartoned product such as drug and toilet preparations, foods, candy, soap, razor blades. Mechanism for high speed folding and inserting circulars optional.

Is Packaging only a beauty show?

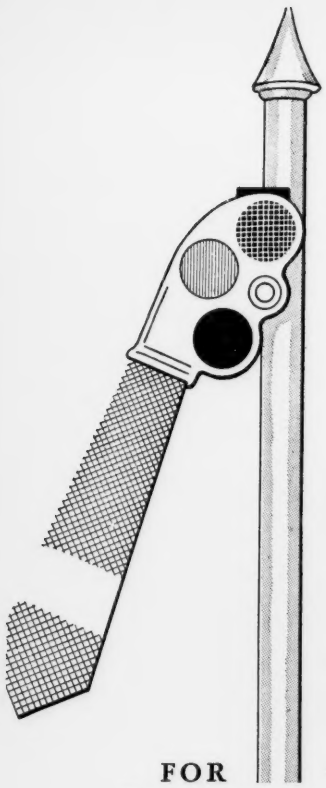


THE MARK KVP OF VALUE

FOOD PROTECTION PAPERS

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT (Kalamazoo County) MICHIGAN





PROTECTED
against faulty production
BY PNEUMATIC
AUTOMATIC SAFETY DEVICES



The extensive use of safety device protection on Pneumatic machines is a very definite factor in their ability to handle your production at a "lower cost per container."

By means of these safety devices Pneumatic machines do their own inspecting and rejecting. When trouble occurs they clear it immediately and automatically—avoiding waste of material or containers, and loss of time. Cartons that are incorrectly filled or weighed can be discarded—automatically.

Because of these "check" devices it is mechanically impossible for a Pneumatic machine to produce anything but a satisfactory job. That is why the use of Pneumatic machinery is a practical guarantee that no imperfect containers or cartons, improperly filled or formed, can leave your plant!

FOR *Instance*

On automatic carton feeder and bottom sealers—both low and high speed types—it happens occasionally that a defective carton will jam at some part of the machine. As soon as this occurs in Pneumatic equipment, the machine stops automatically and cannot be restarted until the jam is cleared. Naturally, this means less carton spoilage and a minimum chance of machine part breakage.

FOR *Instance*

Another interesting safety is the so-called tip-over and safety device between the delivery end of the top sealer and the intake to a tight wrapper. Cartons coming from the top sealer are standing upright, and before they go into the tight wrapper they must be tipped over on their sides. If, for some reason the tight wrapper stops, and the cartons build back to the tip-over device, an ingenious safety automatically detects this jam and shuts off all machines ahead of the tight wrapper.

PNEUMATIC MACHINES—Carton Feeders — Bottom Sealers—Lining Machines — Weighing Machines (Net and Gross)—Top Sealers—Tight Wrapping Machines — Capping Machines — Labeling Machines — Vacuum Cleaning and Filling Machines (for liquids or semi-liquids)—Tea Ball Machines—Box Making Machines

PNEUMATIC SCALE *Packaging Machinery*

LOWER COST per Container

PNEUMATIC SCALE CORPORATION, LTD.
71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)
Branch Offices in New York, 117 Liberty Street; Chicago, 360 North Michigan Avenue; San Francisco, 320 Market Street; Melbourne, Victoria; Sydney, N. S. W. and No. 41 Whitehall, London, S. W. 1

Let's be

IT'S EASY FOR GLASS PACKED PRODUCTS TO COMBINE PERSONALITY IN APPEARANCE WITH PRACTICABILITY IN USE

FADS AND FRILLS and furbelows seldom if ever have a place in glass packaging. Such packages can only and under certain conditions be a temporary stimulus. But for year-in-year-out business, for continued profits, for economy in packaging and for a permanently satisfying public reaction, Anchor-Capstan believes a package should be good-looking, yes, but above all, *practical*.

We have always backed this belief in our recommendations to customers and prospective customers. We have always been favorable toward stock shapes and sizes of containers wherever possible. Because that saves you money. We have always suggested the exact type of closure that would do a completely adequate job of protecting the contents, first of all—and after that considered the other important factors.

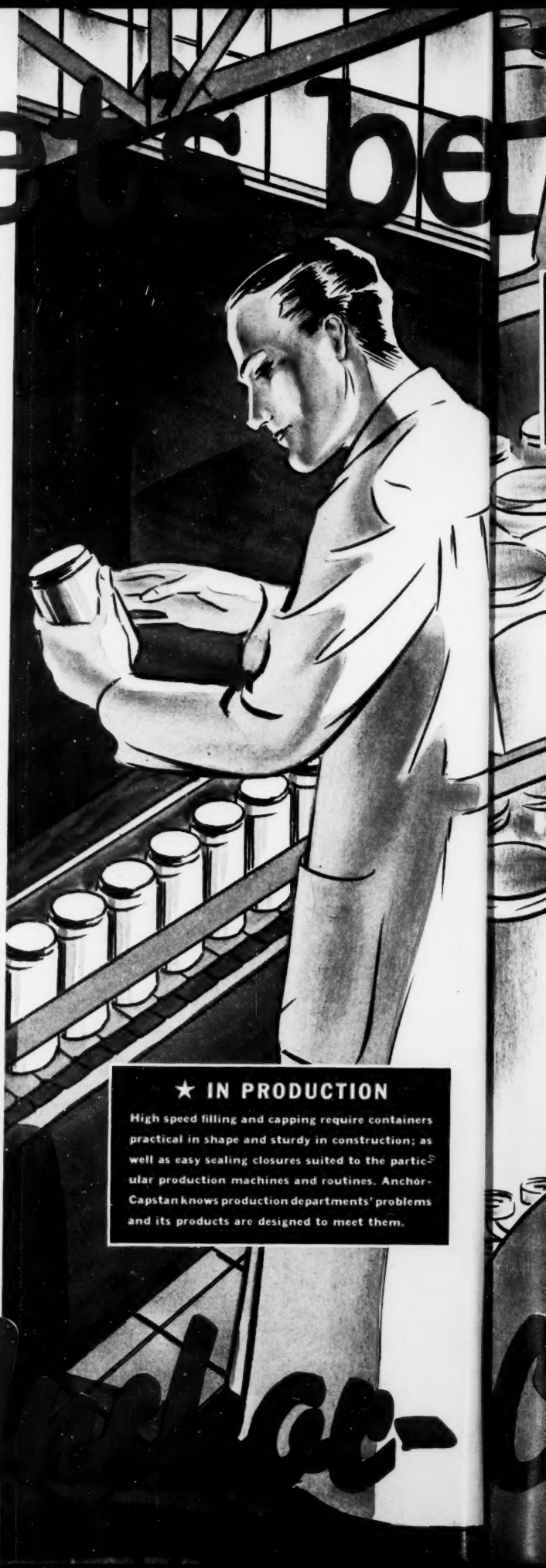
There is no need to sacrifice individuality, either, for the simple standard shapes of containers and closures can be combined with ingenuity in design, attractive lettering and unusual color combinations to stamp your package with all the individuality and personality you may desire. Smartness can be achieved! Boldness and vividness can be attained!

But never forget that if a closure or container be unsuited to the product, if it makes the contents of the package hard to get at, allows the product to reach the consumer in less than perfect condition, real value and real profits are irretrievably lost regardless of its appearance.

For *practical* considerations—and for good looks and convenience, as well—let Anchor-Capstan organization work with you to accomplish the packaging results you want . . . and do it economically. Samples, suggested designs and recommendations gladly furnished.

★ ★ ★

This advertisement is published in the interests of practical packaging by ANCHOR CAP & CLOSURE CORPORATION, Long Island City, N. Y., and its associate company, CAPSTAN GLASS COMPANY, Connellsville, Pa., with branch offices in Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Denver, Detroit, Houston, Los Angeles, Louisville, Montreal, New York, Philadelphia, Pittsburgh, Rochester, St. Louis, San Francisco, Seattle, Toronto.



★ IN PRODUCTION

High speed filling and capping require containers practical in shape and sturdy in construction; as well as easy sealing closures suited to the particular production machines and routines. Anchor-Capstan knows production departments' problems and its products are designed to meet them.

Anchor-


Practical
★ IN DEALERS' STORES
Besides effective designs of long range visibility, packages should be shelf-practical: not tip over easily, fit on ordinary shelves without wasting shelf space, and in some instances, stack in tiers. In all cases they should be strong and tough to withstand rough handling.
★ IN CONSUMERS' HOMES
Perfect condition of the contents is the keynote here . . . and that means accurately finished glassware and perfect sealing closures. In addition, convenience in opening, easy access to the contents, and a favorable reaction resulting from a pleasing package appearance are of almost equal importance.
$0.0
★ GLASS CONTAINERS ★ CLOSURES
★ SEALING EQUIPMENT
★ RESEARCH ★ PACKAGE DESIGN

IT'S A SUN TUBE



G. Washington put out one-cup services of their famous coffee in miniature Sun Tubes—christened them "Aces." And do they sell? They have scored a grand slam in coffee sales, says G. Washington.

SUN TUBE CORPORATION · HILLSIDE, N. J.

CHICAGO, ILL.	DETROIT, MICH.	CINCINNATI, OHIO	ST. PAUL, MINN.	LOS ANGELES, CALIF.
Harry Holland & Son, Inc.	Harry Holland & Son, Inc.	R. B. Busch	Alexander Seymour	Package Associates
400 W. Madison St.	1941 W. Fort St.	100 So. Ohio Bank Bldg.	1745 University Ave.	900 East 31st St.



TWO-TIME WINNER

When the same carton manufacturer wins awards for two years in succession, he must have a story worth looking into.

When that same manufacturer, in addition, boasts the patronage of such leading firms as Johnson & Johnson, Lambert Pharmacal, Forhan, Pepsodent, etc., etc. . . . many of them firms to whom we ship over five states, past dozens of other carton plants . . . again, we say, there is a plant worth looking into.

When such accounts have been held . . . despite the severest competition . . . over long periods of years . . . there must be a reason.

We'd like to tell you something about our plant and our organization . . . to show you the reasons why you, too, can profit by having your cartons and labels Illinois-made.

Illinois Carton Board is made, to our specifications, by the American Coating Mills of Elkhart, Indiana

ILLINOIS CARTON AND LABEL CORP.

BRANCH OFFICES: TRIBUNE TOWER, CHICAGO 22 E. 40th St., NEW YORK CITY

BUEDINGEN BOXES
BUILT BUDINGEN
TRADE MARK
ROCHESTER, N.Y.



"First Prize" SAID THE JUDGES

"First Choice" SAID FIFTY THOUSAND WOMEN

Judging the All-America Package Competition is one of the hardest jobs we know of. But judging the Set-up Box Division, this year, was easy.

For these Drumstick boxes stood head-and-shoulders above all others . . . for the beauty of their design, their fitness of purpose and the perfection of their ingenious construction.

It is significant that the judges' choice is echoed by that of the most discriminating purchasing public in America . . . the women who have made Charbert's products best-sellers in the smartest shops of New York, Chicago and Los Angeles.

Once again the judgment of that growing group of manufacturers whom we serve has been confirmed. The House of William Buedingen stands today, as always, America's outstanding creator of fine set-up boxes.

Wm. Buedingen & Son.

1500 CLINTON AVE. NORTH ROCHESTER, N. Y.

New York Representative: F. J. Redding, 30 E. 42nd Street



Label on Keller-Dorian Stainless Metal Foil

The Center of Attraction

You want a label that insists on being seen—a label with dash, and color, and eye appeal—a label that will make your product sell on sight.

Granted? Then use Perfect-O-Cut, the *quality* embossed metallic label, by Tablet & Ticket.

The Tablet & Ticket Co. have been makers of finer labels for over half a century. Its staff is qualified and willing to assist you in every way possible to increase your sales with better labels.

Attach one of your present labels to your letterhead and write us, describing your labeling problem. We will gladly furnish expert analysis and constructive suggestions, without obligation.

The TABLET & TICKET CO.

1019 WEST ADAMS ST., CHICAGO, ILL. • NEW YORK • SAN FRANCISCO • BOSTON

Authorities on Effective Labeling







Left: Heavy Protectoid, as used by the See Thru Container Corp. in this sturdy Pioneer Garter Box, produced a marked increase in garter sales for *Pioneer Suspender Co.* Protectoid is ideal for all dry goods and haberdashery items because its freedom from yellow cast insures the customer a true picture of the object within.

Below: Heavy Protectoid is used by *American Chicle Company* to permit full visibility for every package in its miniature counter displays. No matter what your angle of vision . . . no matter how depleted the stock . . . you can't help seeing your favorite gum. Package by Forbes Lithographing Co.

Bottom: *Guggenhime and Co.* are one of the many food and fruit packers who now rely upon Protectoid for both sales appeal and product protection. As seen through these printed Protectoid wraps, the product is irresistible. It stays irresistible because Protectoid is airtight, vermin and rodent proof. Wraps by Shellmar Products Co.



Protectoid is the only packaging material . . . the Celluloid Corporation the only supplier . . . to be represented in all three awards in a single division of the All-America Package Competition.

Such signal recognition is typical of the growing recognition which manufacturers are according to Protectoid's unique qualities . . . crystal clear transparency, freedom from shrinkage, waterproof, moisture-proof, non-inflammable, grease-proof, rodent-proof and easily printed.

Your products can profit by the use of this superior material . . . in either its light, wrapping form or its heavier weights, now made into cans, boxes and containers. Write, now, to the Protectoid Development Department for full information.



An Economical MERCHANDISING AID



The bottle carton is an economical merchandising aid, *not an extravagance.*

A properly designed and manufactured carton provides valuable point-of-sale pressure, and replaces other less satisfactory and harder-to-handle media.

It permits effective and startling displays without merchandise inventory, and with a minimum of expense, through the use of dummy cartons.

It keeps the bottle and label clean, reduces breakage and makes your product easier for the retailer to handle. It provides a neat, un-identifying and easily carried package for your real customer—the consumer—without cost or trouble to the retailer.

You may send a sales message in package-insert form direct to the consumer. The carton is a practical, economical vehicle for this purpose. It also provides large areas for selling copy in addition to the display panels.

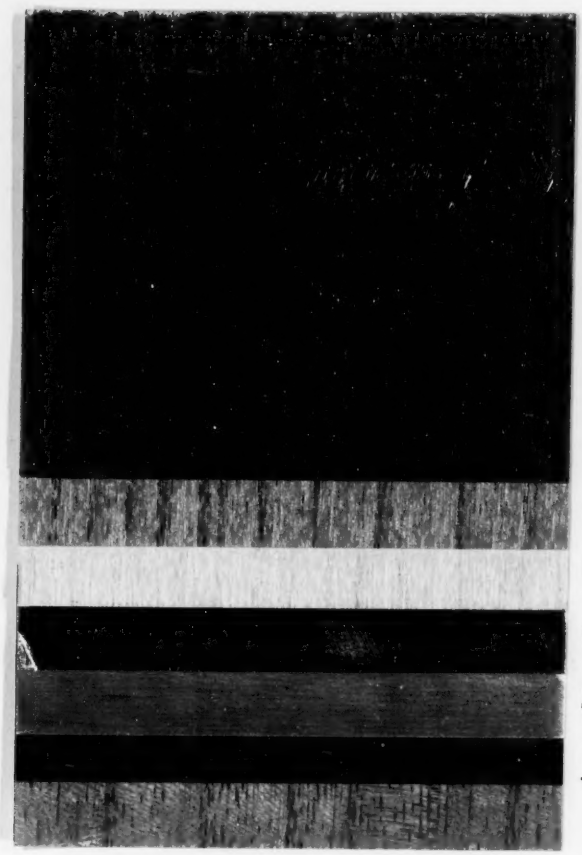
Container Corporation offers the utmost in experience, skill, and equipment for the production of sales-building cartons—*at a cost much less than you think possible.* Write for details.

CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES—111 WEST WASHINGTON STREET, CHICAGO
MILLS AND FACTORIES AT STRATEGIC LOCATIONS

NOVEL AND ORIGINAL MATERIALS

FOR STIMULATING EFFECTS IN PACKAGING



Mahogany
Oak
Poplar
} FRENCH WOOD EFFECT PAPERS

Bright
Mat
} SWISS STAINLESS METAL FOILS
Gold and Silver Plain and Embossed

JAPANESE (Real) WOOD VENEER
carried in 13 colors

THESE ATTRACTIVE MATERIALS MAKE A MOST IMPORTANT AND IMPRESSIVE CONTRIBUTION TO EFFECTIVE PACKAGE DESIGN AND SALES PROMOTION

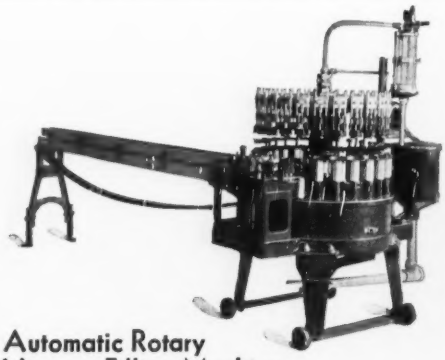
JAPAN PAPER COMPANY

Established 1901

Boston — 109 East 31st Street, New York City — Philadelphia

FOR BOXWRAPS — LABELS — DISPLAYS — CARDS — CATALOG COVERS

Further Samples and Prices on Request—Full Size Sheets Furnished for Dummy Purposes



Automatic Rotary Vacuum Filling Machine

For high speed, neat, accurate bottling of liquors, medicines, extracts, oils, liquids of all kinds. Its record in hundreds of installations proves it the outstanding machine of its type.



Vari-Visco Filling Machine

The most modern and advanced equipment for filling products like jelly, mayonnaise, mustard, apple butter, lard, creams, salves, paints.

There is Always ONE STANDARD OF EXCELLENCE!

Irrespective of your output, competition today dictates that the Lowest Possible Production Costs are absolutely essential. The best in methods and equipment *must* be used—machines with proved records—dependable, durable machines.

With a Kiefer machine you are *sure*. Day after day, you know that you will get a neat, correct job, *economically*. The record of performance of Kiefer machines in thousands of plants throughout the world for over 35 years must convince you that when you use one of these machines, nothing is left to chance or guesswork. You can depend on *definite results*. The experience of others—leaders in your field—confirms these facts.

So why be handicapped by slow, inefficient equipment? Why burden costs with a filling machine that drips, overflows, fills inaccurately, breaks and spills containers.

Get vitally important information today. It costs only a stamp to investigate. There is absolutely no obligation except that which you owe your business.

in Filling Machines IT IS KIEFER

WITH A 35 YEARS' RECORD

FOR ACCURATE PERFORMANCE

ECONOMY OF OPERATION

DEPENDABILITY, DURABILITY

BEDROCK MAINTENANCE COST

THE KARL KIEFER MACHINE CO., *Cincinnati, O.*

P. Jorgensen	A. J. Sterling	T. C. Kelly	M. C. Finn	C. S. du Mont
311 California St., San Francisco, Cal.	225 Broadway, Room 1209, New York City	222 W. Adams St., Chicago, Ill.	10 High St., Boston, Mass.	Windsor House, Victoria St., London, England



BOTH AWARDS TO

WIRZ

First and Second . . . in the Collapsible Tube Division of the All-America Package Competition . . . the beautiful new embossed Luxor tube . . . and the smartly simple Palmolive tube . . . selected on their merits from hundreds of tubes entered in the contest . . . . . Our Design and Production departments will gladly cooperate with you in creating and working out new sales-producing ideas for collapsible metal tubes. Let us talk over your package problem.

Collapsible Metal Tubes

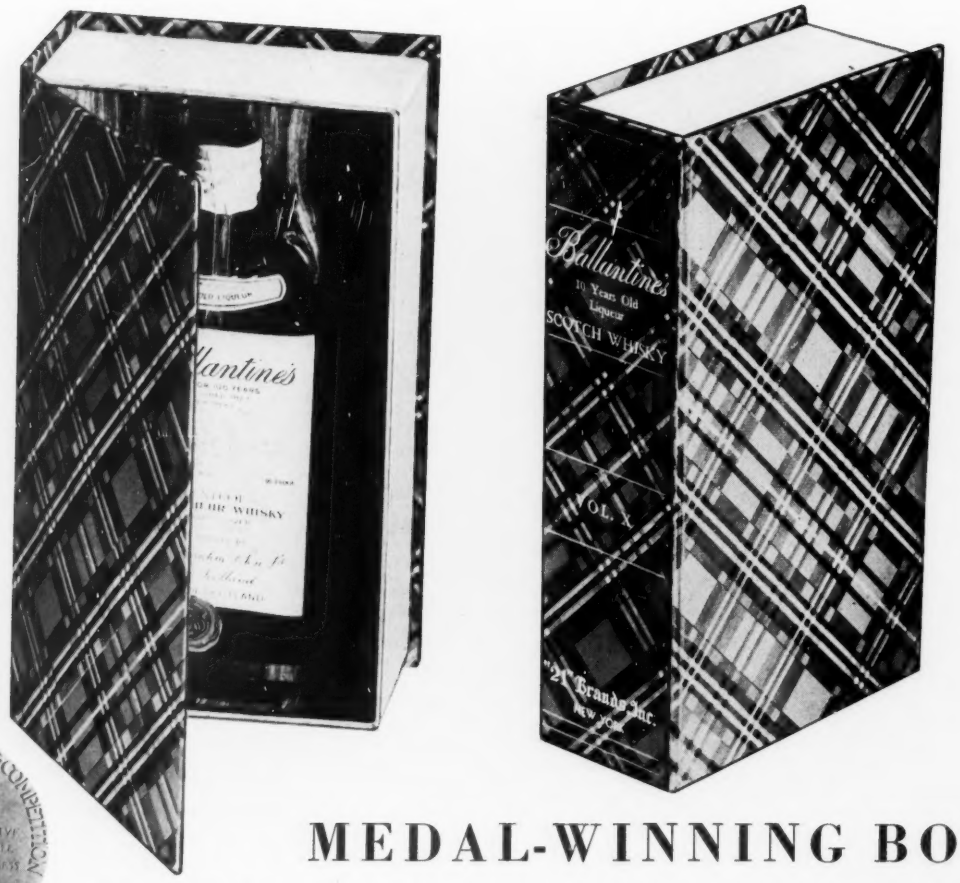
Metal Sprinkler Tops



A. H. WIRZ, INC.

Established 1836 CHESTER, PA.

CHICAGO, ILL., 80 E. Jackson Blvd. NEW YORK, N. Y., 30 East 42nd St.
LOS ANGELES, CAL., 1231 East Seventh St.
HAVANA, CUBA, Roberto Ortiz Planos, O'Reilly 49, Dept. 209





MEDAL-WINNING BOXES NEED MEDAL-WINNING WRAPS

The Scotch Plaid Box Cover Paper, designed and created by Trautmann, Bailey & Blampey, which covers this unusually attractive Book-type Box, literally made this package an outstanding seasonal success in the eyes of the All-America judges and in hundreds of stores retailing Ballantine's 10 Year Old Scotch Whisky.

This creation made and sponsored by G. A. Bisler, Inc., of Philadelphia, Pa., is but one example of what Trautmann, Bailey & Blampey's Lithographed ART PAPERS can do to place your Package in the Medal-winning Class.

ART PAPER AND BOX WRAP DEPARTMENT

TRAUTMANN, BAILEY & BLAMPEY

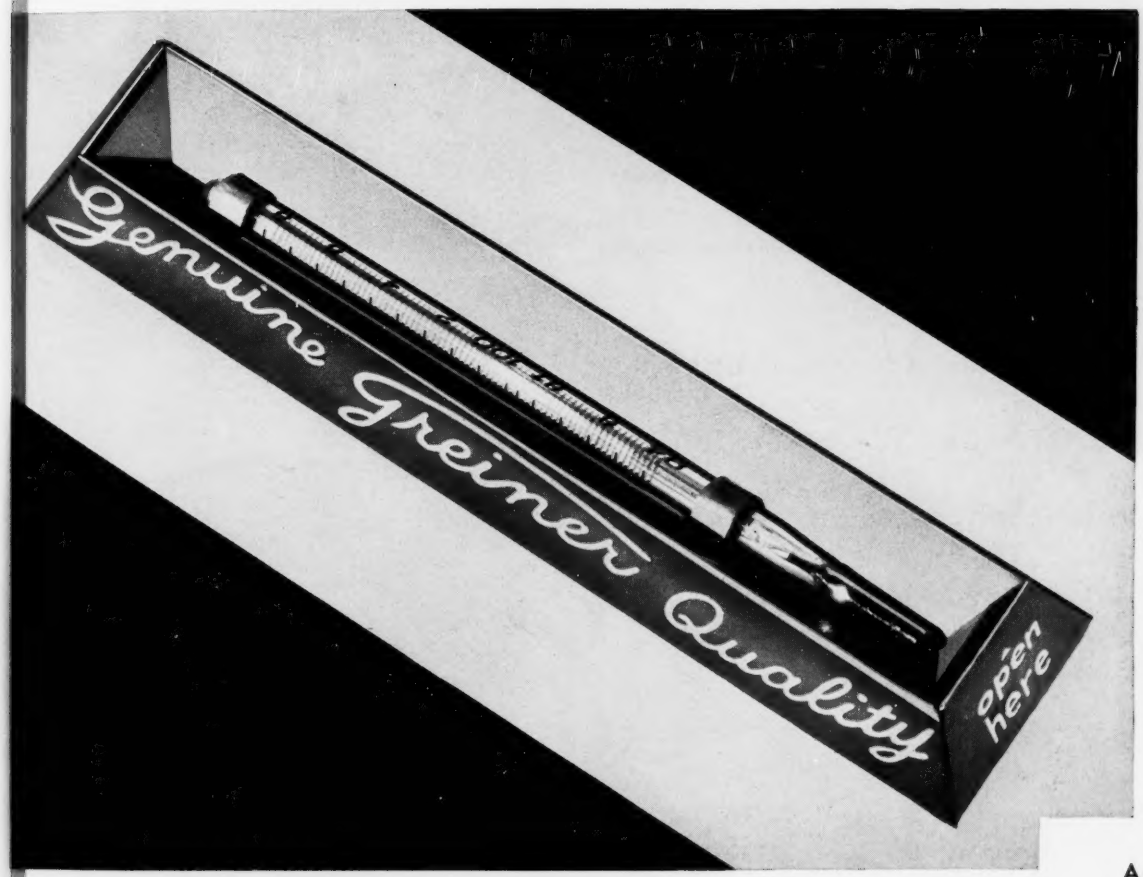
13 LAIGHT STREET ◆ NEW YORK

TRAUTMANN, BAILEY & BLAMPEY
13 Laight Street - - - New York
Please send Catalogs of T. B. & B. Lithographed ART PAPERS showing over 100 inimitable patterns.

NAME.....

ADDRESS.....

First Place



A NEAR-PERFECT ORIGINAL CARTON

This carton gives the maximum of display and protection — cardinal points in thermometer merchandising. It is simple, and legibly printed in one color on RIDGELO Clay Coated Boxboard litefast green.

RIDGELO CLAY COATED FOLDING BOXBOARD

First place in the carton group of the All America Package Competition for 1934 was awarded to the carton made for the Greiner Thermometer Co., New York by Wilkata Folding Box Co., Kearny, N. J. The material used was RIDGELO Clay Coated Folding Boxboard.

While the folding and printing qualities of RIDGELO Litefast Boxboard contributed to the success of this prize winner, our congratulations go to Greiner and Wilkata for the creation and production of the carton—and for their selection of RIDGELO.

Representatives: W. P. Bennett & Son, Toronto—A. E. Kellogg, St. Louis—MacSim Bar Paper Co., Chicago
Pacific Coast Distributors: Blake, Moffitt & Towne—Zellerbach Paper Co.

Ridgelo
CLAY COATED

Made at Ridgefield, N. J.
By Lowe Paper Co.



Congratulations to Rux-Tone! —and to Artist Welp for the excellent package ensemble which has been awarded First Prize in the Family Group.

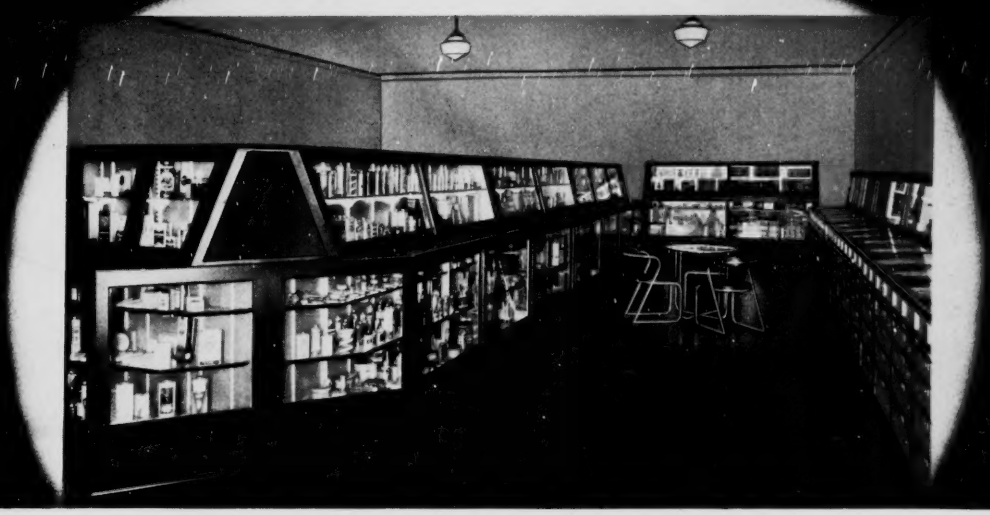
The awarding of this prize again illustrates the effectiveness of striking simplicity and we are proud that jars of our manufacture were permitted to play a minor part.

HART GLASS MFG. CO.

DUNKIRK, INDIANA



Where Wurzburg designed packages are "shelf-tested"



OVER 100 MILLION PACKAGE UNITS WERE SUPPLIED THROUGH WURZBURG BROS. ORGANIZATION IN 1934

This vast total answered the packaging problems of a wide variety of manufacturers.

To those industries who package merchandise in consumer units, Wurzburg Brothers bring over 20 years experience in the packaging field, supplying all types of containers, special designed and printed labels, cartons, and wraps, metal cans, fibre cans, bags, closures and glass containers covering the entire package and package accessory field.

Because we offer every type of package and packaging material, our creative and merchandising men offer unbiased suggestions and recommendations in considering content protection, selling display value and package economy. Our main consideration is to find the most suitable answer to your particular package problem.

Before a Wurzburg designed package is produced it must first pass a "shelf-test" in our own displays illustrated above. Here it must prove its "eye appeal" and "selling force" against similar competitive products.

This intelligent and complete Packaging Service deserves your consideration. Let us analyze your entire package and design problem. Use our merchandising suggestions, our experience and our skill for developing any new packages you have under consideration and for modernizing your present packages.

Write today for our Analysis Form. There is no obligation to buy through us. We simply seek to prove our ability to serve and advise you on your packaging requirements.

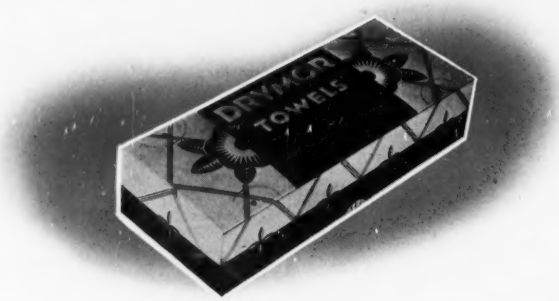
WURZBURG BROTHERS, Memphis, Tenn.

★ PACKAGING SERVICE ★

All packages shown supplied complete through Wurzburg Brothers except Tabasco, on which molded cap only furnished



1933-ONE AWARD



1934-TWO AWARDS

Fort Orange marches ahead . . . bringing to its clients the advantages of a modern box and carton making mill manned by merchandise minded executives who plan for easier, faster selling.

The result of such planning is typified by the two Fort Orange packages which were selected by Modern Packaging's Board of Judges for distinction in this year's All-America







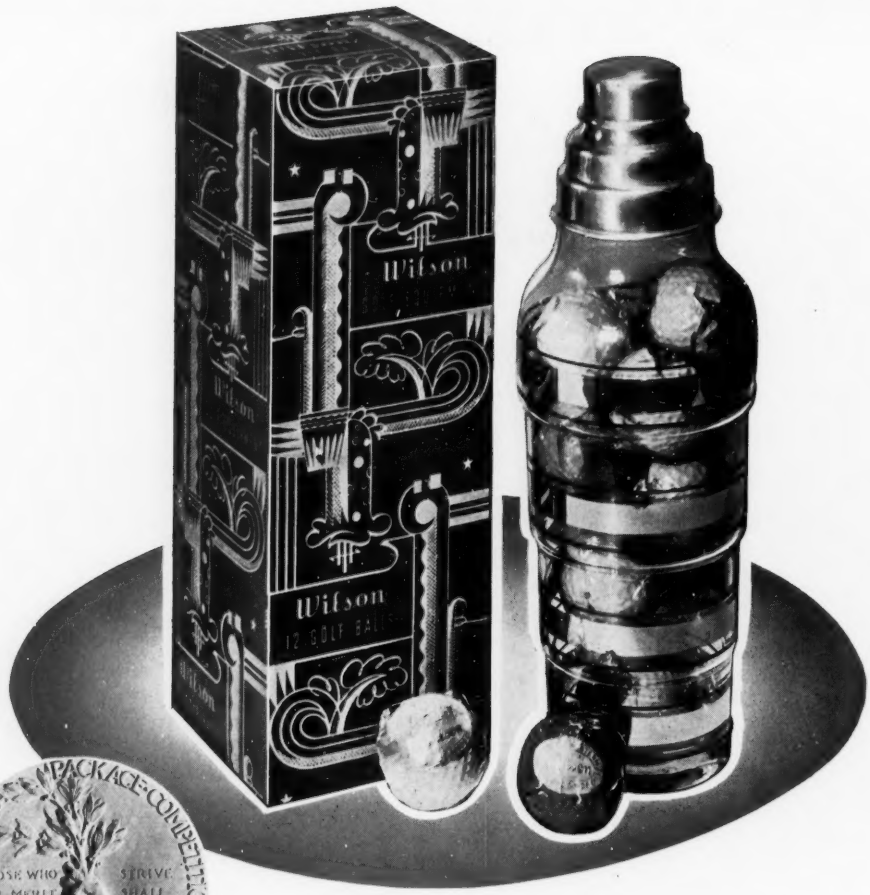
Package Competition. Outstanding among the five thousand packages entered, these are yet thoroughly typical of the average product of our plant . . . in quality and in their ability to awaken consumer interest. Both the Borden's and the Post Road packages have achieved singular success in the field . . . confirming both the judge's opinion and the wise judgment of these firms in selecting Fort Orange as their package supplier.

A Fort Orange representative will gladly call upon you . . . to tell you more of our activities, our facilities and our staff. He will place at your disposal all the resources of our designing division and of our paper and ink experts. Write to—

FORT ORANGE PAPER CO. CASTLETON, N.Y.

FORT ORANGE PAPER COMPANY

NEW YORK CASTLETON ON HUDSON, N. Y. BOSTON





"IT'S THE TOP" said seven judges



SEVEN important people spent a bewildering day inspecting and rating thousands of packages. Magazine editor, famous art director, department store presidents, important manufacturers . . . all grew pale and tired as the long day progressed.

Then they came to the so-called "Miscellaneous" group . . . and their faces brightened up. For there was a package that did an instant selling job . . . to them as it had to hundreds of dealers and thousands upon thousands of Christmas purchasers.

They looked at the Wilson Western golf-ball assembly . . . they noted the perfectly printed, beautifully planned Ace Carton. They voted . . . . And their votes said "It's the Top" . . . for merchandising ingenuity, for design and for execution.

Your problems may be different from those of Wilson Western . . . but, if they're difficult, they're just the type of problems we like to tackle. Place them before us . . . without obligation.



"IT'S THE TOP" WITH 10,000 DEALERS, TOO!

Golf Balls never sold in winter . . . until Wilson Western made them sell with Ace Cartons and ingenious re-use containers. If you have a problem of keeping dealers happy . . . place it before ACE.

ACE CARTON CORPORATION

2540 South 50th Ave.
CICERO, ILL.
Phone: Crawford 0111

ACE CARTON CORPORATION
ACE
Creators



RIBBONETTE IS KNOWN THROUGHOUT THE PACKAGING WORLD

Small manufacturers and large . . . makers of every type of packaged product from candy to sheets, from perfume to pillow cases . . . all unite in utilizing Ribbonette as an integral part of their packages, a final fitting note of color that adds distinction while serving its function as a package tie.

This universal acceptance . . . equalled only by the acceptance shown for the same product by dealers and consumers . . . has come to Ribbonette because, wherever used, it has succeeded in arousing favorable attention, gaining added display space and increasing sales and resales.

This colorful tie . . . available in any design you desire and in any color and many widths . . . can aid your package toward greater sales and more attention from your dealers and your public. Investigate. Send us your present package and we will return it to you tied with appropriate Ribbonette.

RIBBONETTE DIVISION

CHICAGO PRINTED STRING CO.

2319 Logan Blvd., Chicago, Ill. . 55 West 42nd St., New York

RIBBONETTE

By the Makers of Print-Ad-String



A WINNER FOR AUBURN
A SALES-SUCCESS FOR HICKOK

Both Auburn and Hickok look upon the judges' selection of this Hickok re-use package as a fitting capstone to years of mutually satisfactory work. For, since Hickok first pioneered in the development of the molded re-use package, Auburn and Hickok have worked together. Auburn engineers have solved hundreds of difficult construction and molding problems, in devising the more than twenty packages we have molded for this great firm.

Through the years, this experience has brought us the work of others sponsoring molded packages, and other articles until we stand, today, well equipped to speak with authority on molded packages.

This experience which we, our engineers and our staff, have gained is yours to command. We invite your inquiry and pledge you our earnest co-operation.

Auburn Button Works Inc.
Auburn, N.Y.

OFFICES: NEW YORK - CHICAGO

ESTABLISHED 1876

N 77 DIFFERENT

NDUSTRIES THE

METAL EDGE

METHOD OF PACKAGING

PAYS!



Because

1) It Reduces Box Inventories.
2) Saves 80 to 90% Storage Space.
3) Eliminates Delivery Delays.
4) Fits into Production Routine.
5) Has Advertising Display Value.
6) And because the Metal Edge Method of Packaging provides **the strongest paper boxes.**

For a detailed explanation write for free copy of the Metal Edge Portfolio

NATIONAL METAL EDGE BOX CO.
334 N. 12th Street — Philadelphia, Pa.

METAL EDGE...STRONGEST PAPER BOX



Increase the Sale of

PACKAGED PRODUCTS

LACQUER ADDS BRILLIANCE . . . MAINTAINS FRESHNESS . . . STIMULATES DEMAND

Lacquer-coated papers and packages look better, last longer, and help materially to preserve the "factory freshness" of the packaged product.

Lacquer provides a glass-like finish which collects less dust, resists fingerprints and grease stains, protects against damage in handling and reduces costly deterioration of the merchandise while on the dealers' shelves.

Lacquer-coated papers can be bent, folded, and creased without danger of cracking or crumbling . . . and because lacquer is unaffected by water and alkalies, lacquer-coated papers and packages can even be washed.

If you have a product which must be kept fresh, or if you want to give your package additional beauty and greater durability, investigate the remarkable protective powers of lacquer-coated papers and packages. Your paper or package maker will be glad to give you complete information.

COMMERCIAL SOLVENTS CORPORATION

230 Park Avenue, New York, N.Y.
Plants at TERRE HAUTE, INDIANA, and PEORIA, ILLINOIS

While Commercial Solvents Corporation does not manufacture lacquer, it supplies the coatings industry with important materials—Butanol and Butyl Acetate C. S. C.—which are determining factors in lacquer quality.

COMMERCIAL SOLVENTS CORPORATION U.S.A.



BACKGROUND—

A Yardstick for Measuring Integrity and Experience in

MACHINE DESIGN

PACKAGING PROBLEMS?

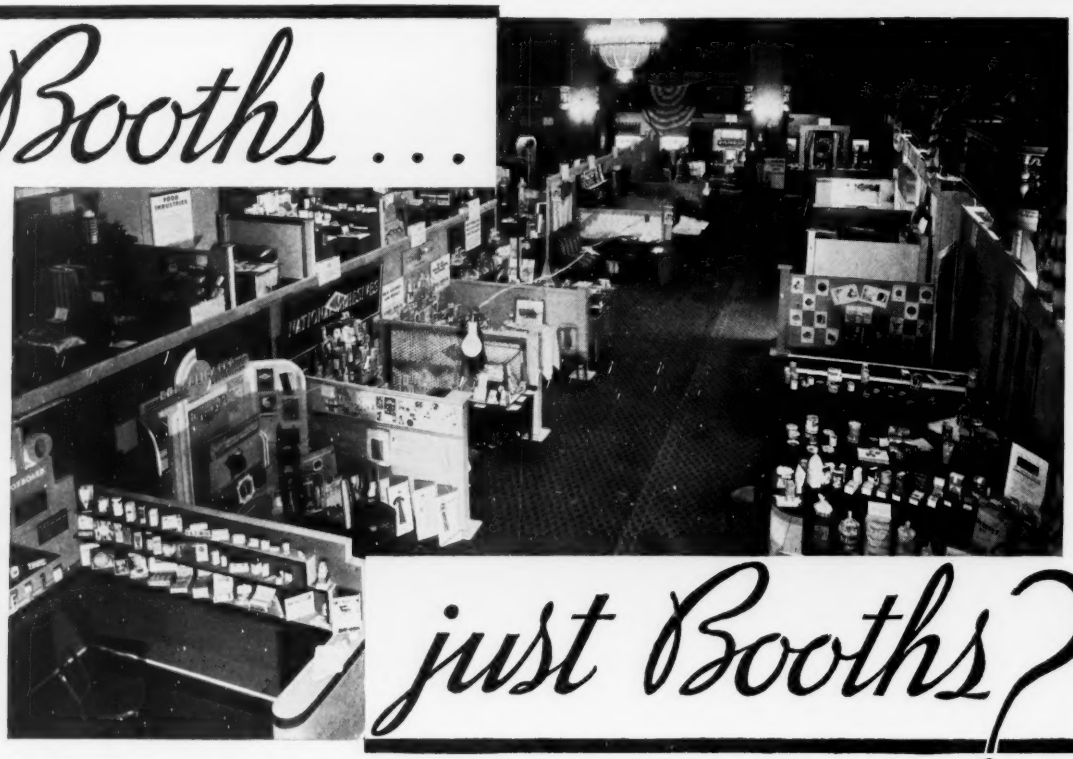
Every factor contributing to cost in production or packaging justifies our existence. Problems upon which hinged the certainty of more profitable markets for over thirty-five nationally known manufacturers, and an entire industry have tested our integrity and experience, *and approved them,* by results.

• Our targets (and your reducible costs) are TIME and LABOR . . . . The bullseye is speed and your release from the human equation. Frequently, by mechanization, we develop package improvements with patentable features. Why not let us work with you, or *for* you?

NEW JERSEY MACHINE CORPORATION

1660 WILLOW AVENUE
HOBOKEN, NEW JERSEY

Booths . . .



just Booths?

NO . . . . . !

Ideas. Information. Suggestions. Clues. Hints.

For your greater profit!

The Fifth Packaging Exposition, sponsored by the American Management Association, will present the equipment, materials, supplies and services vital to all phases of packaging, packing and shipping.

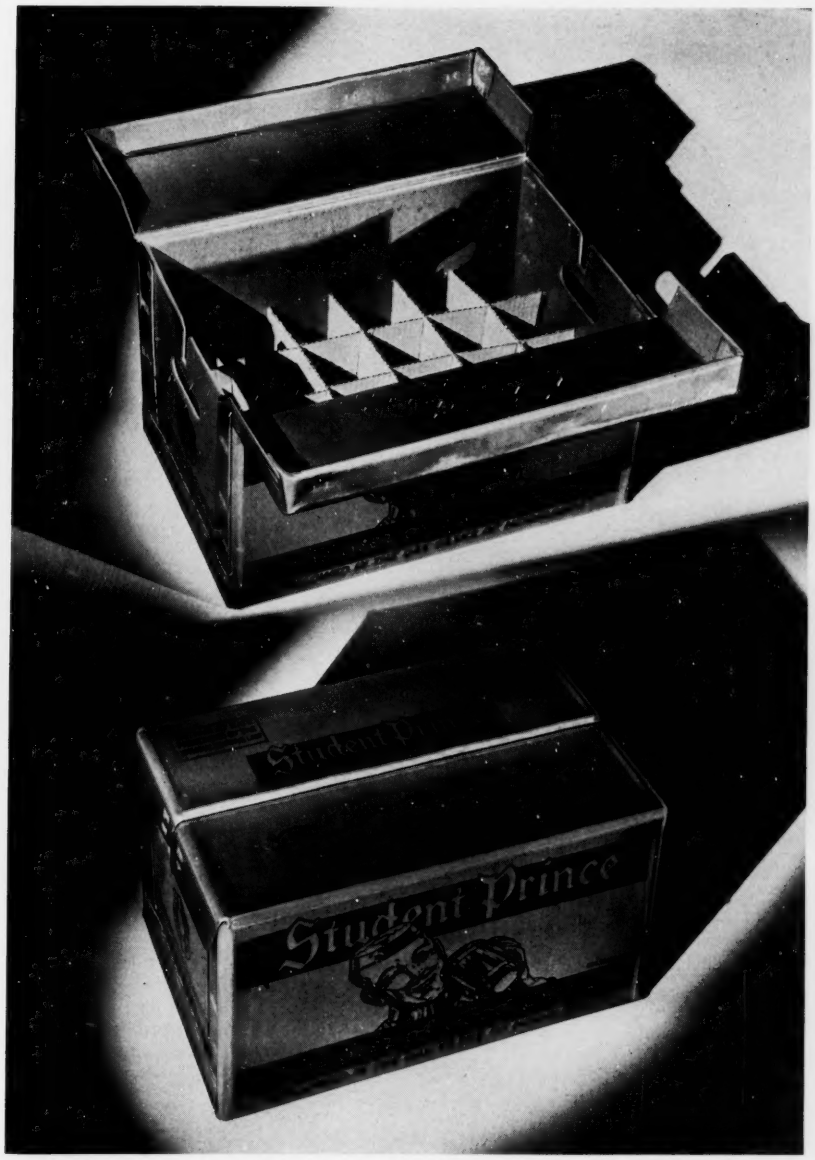
Concurrent with the Exposition will be a brilliant series of Conferences and Clinics related directly to the Show, participated in by experts and authorities from all parts of the country. From discussions with these experts you can obtain invaluable counsel for your own problems.

An outstanding feature of the Exposition will be a showing of all entries in the 1935 A. M. A. Packaging Awards Competition.

Special convention railroad rates apply.

5TH PACKAGING EXPOSITION

PALMER HOUSE · · CHICAGO
MARCH 5-8 inclusive, 1935



SPEAKING OF GOLD MEDALS



Sales records bear out the wisdom of the judges in selecting the BLISS-GAYLORD beer box for the first award in the shipping container division—this box could have won awards in other divisions as well. Its users report dealers "wild" about its display features, and they are enthusiastic about the savings it affords over the boxes formerly used.

Your shipping, display or packaging problems may call for an entirely different solution. But remember, the house that designed this prize winner knows how to think a problem through . . . with a merchant's and a manufacturer's problems always first in mind. Place your problem before GAYLORD. You'll like the way they tackle it.

ROBERT GAYLORD, INC.

GENERAL OFFICES—SAINT LOUIS



THE COLTON CLIPLESS CLOSURE

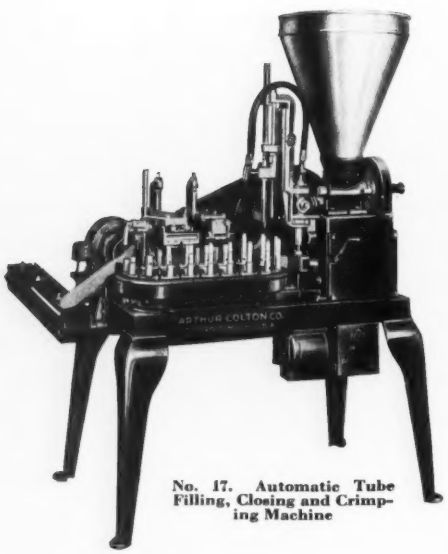
SEALED WITHOUT A CLIP! » » » » » » » »

This decorative, dependable closure is obtained simply by crimping the end of the tube on machine shown below.

The Closure is completely formed by making the two usual folds, making a third fold in the reverse direction, and then giving more rigidity to the folds by corrugating the folded end.

Savings in time, labor and material are effected because no clips need be bought, there is no loss of time to replenish clip rolls, and no maintenance expense on automatic clipping heads.

Write for a sample tube closed the Colton way.



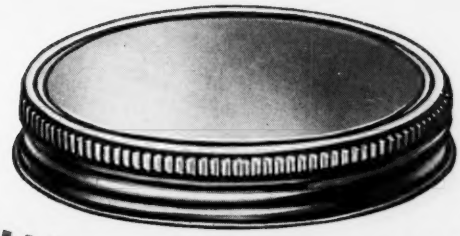
No. 17. Automatic Tube Filling, Closing and Crimping Machine

ARTHUR COLTON CO.

2600 JEFFERSON AVE., EAST

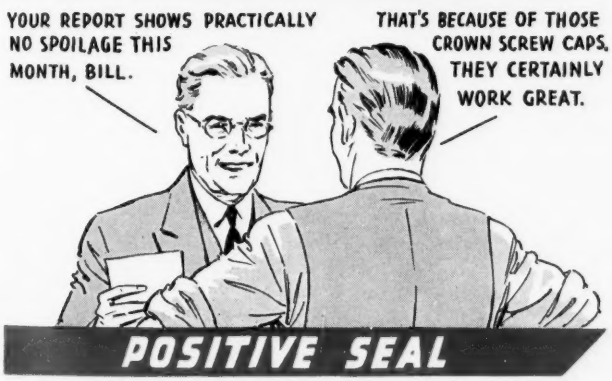
DETROIT MICHIGAN

Crown DEEP HOOK SHAPED THREAD CAPS ARE *Preferred* CAPS









Many factory operators have expressed a decided preference for Crown Deep Hook Shaped Thread Caps . . . they are so easily applied. By clearing the glass thread without side-scraping, they actually spin on, with resultant increased production.

Housewives prefer products packed under Crown Deep Hook Shaped Thread Caps . . . they are so much easier to remove. By eliminating side-wedging they can be removed with minimum effort.

The consumer of your product will not trouble to advise you of difficulty in removing your cap. She merely switches to another brand.

Discriminating packers prefer Crown Deep Hook Shaped Thread Caps . . . they actually seal better. The thread's under-reaching grip has the greatest down-pull, sealing tighter with the same application force, thus insuring maximum security for your product

CROWN CORK AND SEAL COMPANY
Baltimore, Md.

WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS

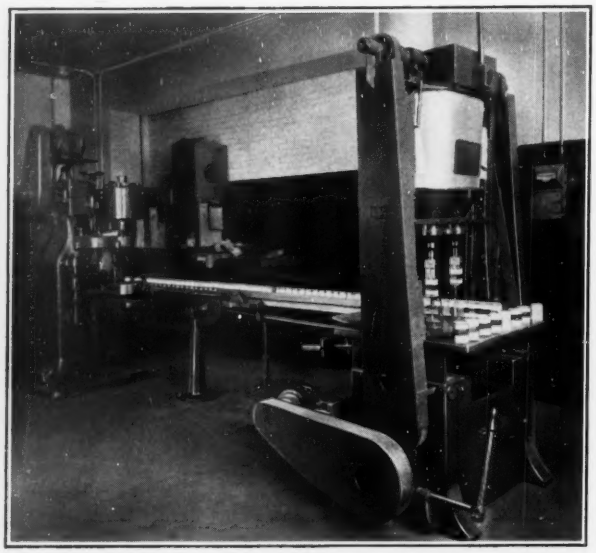
CROWN CORK & SEAL CO., Baltimore, Md.—Send samples and prices on Crown Deep Hook Shaped Thread Screw Caps. *Type*..... *Size*.....

Name.....

Street.....

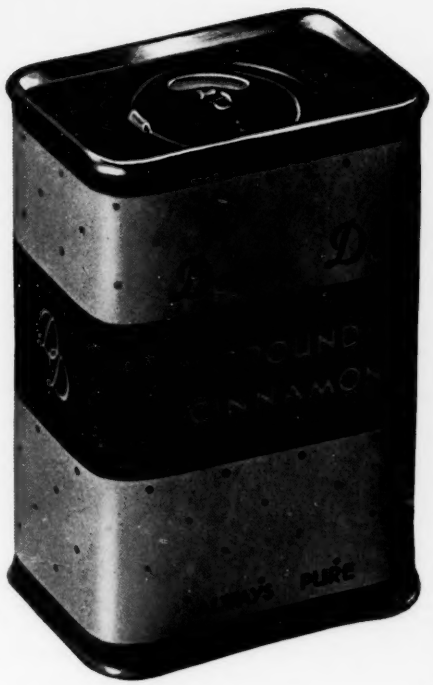
City..... *State*.....

AGAIN... NATIONAL WEIGHERS AND FILLERS MEET EVERY REQUIREMENT AND IN THIS CASE A PRIZE WINNING PACKAGE



NATIONAL BOND FILLER & WEIGHER

These weighing machines are particularly adaptable for handling free and non-free flowing products. The auger type feed makes the filling operation practically dustless. May be optionally equipped for weighing, packing or volume filling. Are rapidly adjustable for packages ranging in size up to 14 in. high, and with a base up to 8 in. square or 8 in. diameter. Speed: Up to 50 per minute.



The Millbrook Products Company knows the value of efficient straight line production, of machines which combine speed and accuracy, low cost and economy and the ability to adjust quickly to different sizes and types of product.

Every container of Dainty Dot Spices (First National Stores Distributor) that leaves the plant is filled and weighed on machines built by National Engineers . . . machines installed and adjusted to meet the exacting weight requirements necessary when packing valuable materials.

As it is in this case, so is it in hundreds of other factories packing everything from foods to drugs, to sugar and seeds. National efficiency . . . as built into the improved National machines . . . is earning profits for these manufacturers, just as it can earn profits for you.

Write us today for full information about National weighers, fillers, sealers and boxmaking machinery . . . or state your problem. Chances are that National engineers have already solved it.

NATIONAL PACKAGING MACHINERY CO.

DIVISION OF

UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.

459 WATERTOWN STREET, NEWTONVILLE

BOSTON, MASS.

New York Office—30 Church Street, Room 436 Chicago Office—53 W. Jackson Blvd., Room 447

London Agent—C. S. Du Mont, Ltd., Windsor House, Victoria Street, London, England

MUNDET



SMARTLY DESIGNED TWO-TONED CLOSURES offer a happy solution to your closure problem

The beauty of these molded screw Caps is due to Mundet's distinctive, new Two-Tone process. This treatment, combining soft pebbled tones with high gloss finishes, results in a Closure of unusually rich appearance. In addition to good looks, Mundet Two-Tone Closures offer these advantages: ★ *Deep-molded* to give cameo-sharpness to decorative or trademark detail. ★ *Threads precisely cut* to insure perfect sealing and to give complete protection against leakage or spoilage. ★ *Special non-slipping flange-grip.* Wet or greasy hands find its surface skid-proof. An exclusive Mundet design, offered on private and stock Closures. ★ *Sturdy construction.* A cap made to withstand hard usage. ★ *In colors or in black,* in stock designs, similar to the illustration, or in your own private designs. Standard depth, medium or tall style. Write for samples and information on Mundet Closure Service.

MUNDET CORK CORP., BROOKLYN, N. Y.

BRANCHES IN ALL PRINCIPAL CITIES

MAKERS OF HIGH GRADE CLOSURES AND CROWNS



SOLID MOLDED FLANGE



MOLDED SCREW CAP



MOLDED SHELL FLANGE

Mundet Two-Toned Closures are used on the Rux-tone mucilage containers in the First Prize Winning Family Group—All-America Package Competition.

First

BEFORE • This original container for Johnson & Johnson protects its contents. Its design and lettering are excellent, but —the hinged lid is awkward to open. The contents spill easily. It takes too much room. Lying flat, it loses all display value.



AFTER • We changed the shape. Stood the package upright. It takes less shelf space and fits comfortably in any home cabinet. An easy slide lid replaced the hinge. Contents can be removed without spilling. It has excellent display value.

CONTINENTAL

NEW YORK

Aid

TO AILING CONTAINERS

TOO OFTEN, a highly satisfactory product slumbers its life away on the dealer's shelves for lack of a package which properly merchandises its contents.

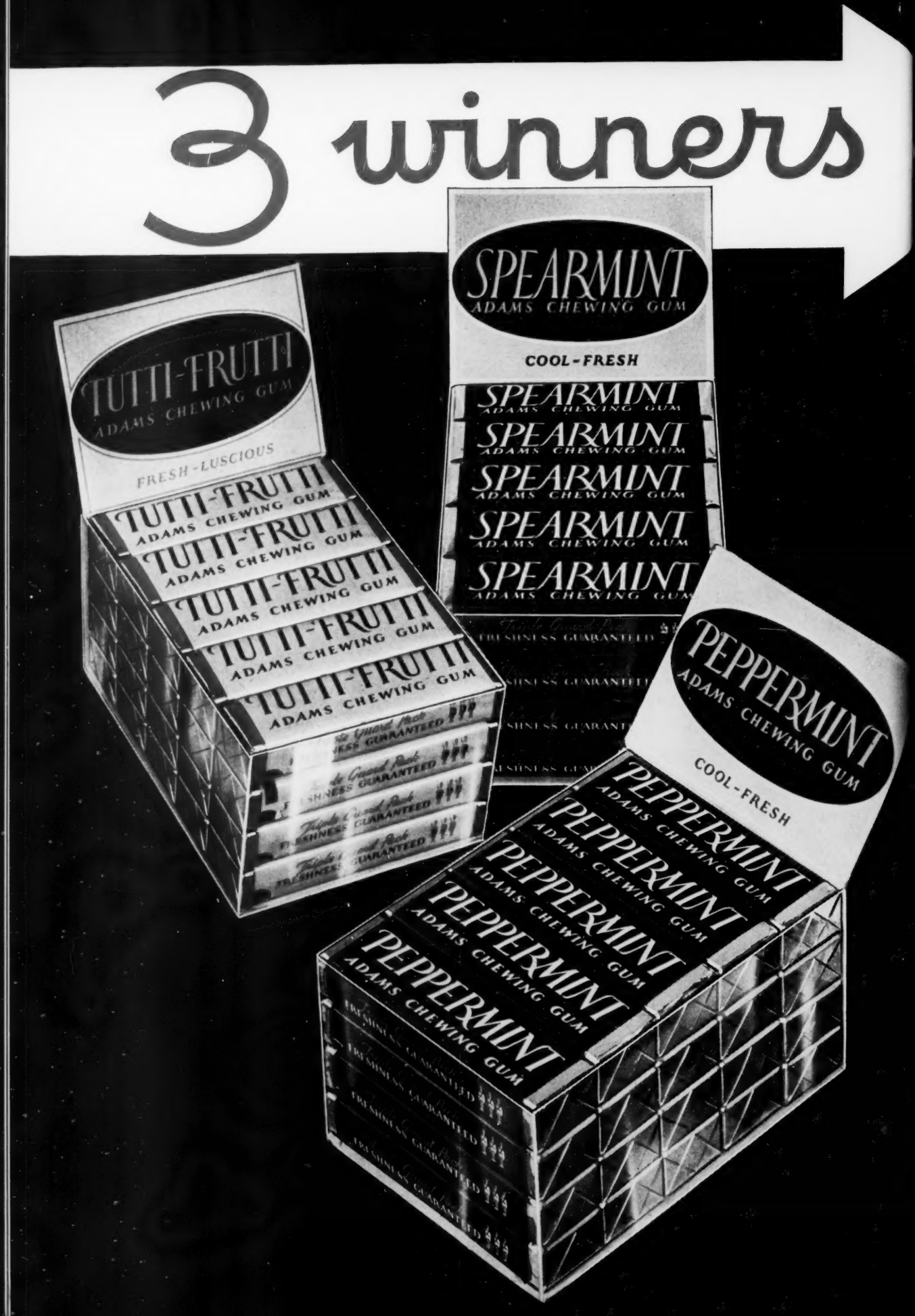
It may be that the container is unsuited to the product. It may lack even the primary elements of display—good design, appropriate colors, proper lettering. It may be inconvenient, awkward to handle or open. It may fail to give adequate protection.

For 29 years Continental's Development Department has enjoyed singular success in modernizing containers—giving them sales appeal —suiting them to the product, its use and distribution.

An analysis of your present packaging—suggestions for its improvement in design and character—will be gladly made without obligation. Simply write, wire or phone to the nearest Continental Sales office.

CAN COMPANY

CHICAGO SAN FRANCISCO


3 winners
SPEARMINT
ADAMS CHEWING GUM
COOL-FRESH
SPEARMINT
ADAMS CHEWING GUM
SPEARMINT
ADAMS CHEWING GUM
SPEARMINT
ADAMS CHEWING GUM
SPEARMINT
ADAMS CHEWING GUM
TUTTI-FRUTTI
ADAMS CHEWING GUM
FRESH-LUSCIOUS
TUTTI-FRUTTI
ADAMS CHEWING GUM
TUTTI-FRUTTI
ADAMS CHEWING GUM
TUTTI-FRUTTI
ADAMS CHEWING GUM
TUTTI-FRUTTI
ADAMS CHEWING GUM
TUTTI-FRUTTI
ADAMS CHEWING GUM
PEPPERMINT
ADAMS CHEWING GUM
COOL-FRESH
PEPPERMINT
ADAMS CHEWING GUM
PEPPERMINT
ADAMS CHEWING GUM
PEPPERMINT
ADAMS CHEWING GUM
PEPPERMINT
ADAMS CHEWING GUM
PEPPERMINT
ADAMS CHEWING GUM



First Award

by Forbes

WRAPPED

in attractive, colorful Transparent Cellulose, printed by FORBES;

DISPLAYED

in the new FORBES Crystal Box—a display container having three transparent sides;

THREE ADAMS GUMS

Spearmint, Tutti-Frutti and Peppermint—made the same striking, sparkling and winning appeal to All-America Judges that they are making day after day to the buying public.

FIRST AWARD

in the Transparent Pack Division of the All-America Package Competition was given these three display ensembles, produced by FORBES for the American Chicle Company.

Give **YOUR PRODUCT** that top-notch, "First-Award" appeal by wrapping it and displaying it in Transparent Printed Cellulose designed and produced by FORBES.

FORBES LITHOGRAPH CO
P.O. BOX 513 · BOSTON

NEW YORK · PHILADELPHIA · ROCHESTER · CHICAGO · DETROIT · CLEVELAND



WHEN GREAT FIRMS WANT THE BEST . . . THEY TURN TO NATIONAL

A new package . . . such as this for Colgate-Palmolive-Peet Co., medal winner in the All-America Package Competition . . . calls for the highest standards of the graphic arts. The carton was designed by Mr. deVaulchier, the well known authority on such matters.

Too often it happens that new designs and cartons are started at leisure . . . and have to be produced in a rush. Hence, upon the carton maker falls the double burden of producing an outstanding job and in less than the required time.

Colgate, in placing the manufacturing of this carton with the National, followed a custom which it and many other leaders of industry have adhered to with confidence for many years, as long experience has proven that National has the plant and staff that can do the superior job every time and—meet and anticipate delivery dates.

NATIONAL
FOLDING BOX CO.
NEW HAVEN, CONN.

SALES OFFICES
NEW YORK · BOSTON · PHILADELPHIA





AGAIN . . . SHEFFIELD TUBES WIN IN THE ALL-AMERICA

Last year it was the Italian Balm tube, made by The New England Collapsible Tube Company for the Campana Corporation.

This year it's the Ruxtone Rubber Cement Tube . . . again a Sheffield tube.

Such recognition . . . by established authorities, in advertising, retail and wholesale trade, consumer research, publishing and manufacturing . . . parallels the recognition which tube users have always given to Sheffield tubes . . . in the form of orders and re-orders.

If your problem is to secure a perfect tube, perfectly designed and perfectly decorated . . . place that problem before the New England Collapsible Tube Company. You'll find our answer fits your needs and fits your purse as well.

The New England Collapsible Tube Company

MAKERS OF SHEFFIELD PROCESSED TUBES

NEW YORK
500 FIFTH AVE.

•

NEW LONDON
CONNECTICUT

•

CHICAGO
3132 S. CANAL ST



For Milady's Boudoir

Textolite scores again, with *Cleopatra* Manicure Box



THIS attractive manicure box, molded of black Textolite with a red, white, or green cover, for Dermay Perfumers, Inc., is General Electric's latest achievement in the packaging field. • Named the "*Cleopatra*" case because of its Egyptian appearance, this container is scientifically designed to provide maximum strength without sacrifice of artistic beauty. • The designing, engineering, and manufacturing facilities of General Electric are at your disposal to help you adapt Textolite to your packaging problems or to create for your product a design that is distinctive and graceful, and that will stand above competition. When you purchase a Textolite part, designed and molded to your exact requirements, you receive the benefits of individual styling and exclusiveness. • Consider these General Electric facilities and the advantages which Textolite offers you. Write Plastics Department, General Electric, West Lynn, Mass.

943-25

GENERAL ELECTRIC

First Prize Winners!

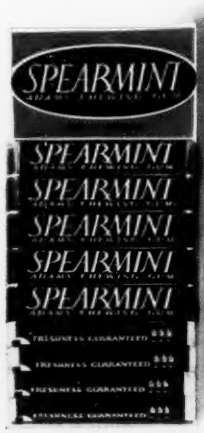
In the All-America Packaging Competition of transparent packages for 1934

RECEIVING GOLD MEDAL AWARD
AN OUTSTANDING DEVELOPMENT

Freshness and flavor are guaranteed. Each package has freshness and flavor sealed in with Printed

SYLPHRAP

(Reg. U. S. Pat. Off.)





SYLPHRAP
is "Quality's Best Attire".
It is the Aristocrat of
Transparent Wraps.

Let us assist you in placing your product in a prize winning class for increased sales on the dealers' shelves.



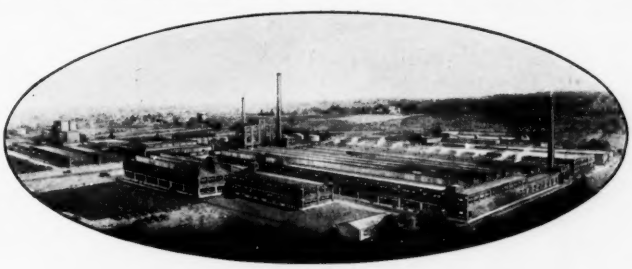


SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 EAST 42nd STREET, N. Y. C.

BRANCH SALES OFFICES

201 Devonshire Street • Boston, Mass.
120 Marietta Street • Atlanta, Ga.
427 W. Randolph Street • Chicago, Ill.
260 S. Broad Street • Philadelphia, Pa.



Works: Fredericksburg, Va.

DISTRICT AGENCIES

Blake, Moffitt & Towne
41 First Street • San Francisco, Calif.
Pollock Paper & Box Co. • Dallas, Texas
Victoria Paper & Twine Co., Ltd., Toronto, Can.



OTHER OUTSTANDING PACKAGES OF DELICIOUS CANDY COATED CHEWING GUM

Wrapped in Printed

SYLPHRAP

(Reg. U. S. Pat. Off.)

The delightful smoothness of the chew, the delicious flavors, are preserved by **SYLPHRAP.**

Let us send you samples of **SYLPHRAP** and assist you in your packaging problems.

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 East 42nd Street, New York

Works: Fredericksburg, Va.

BRANCH SALES OFFICES

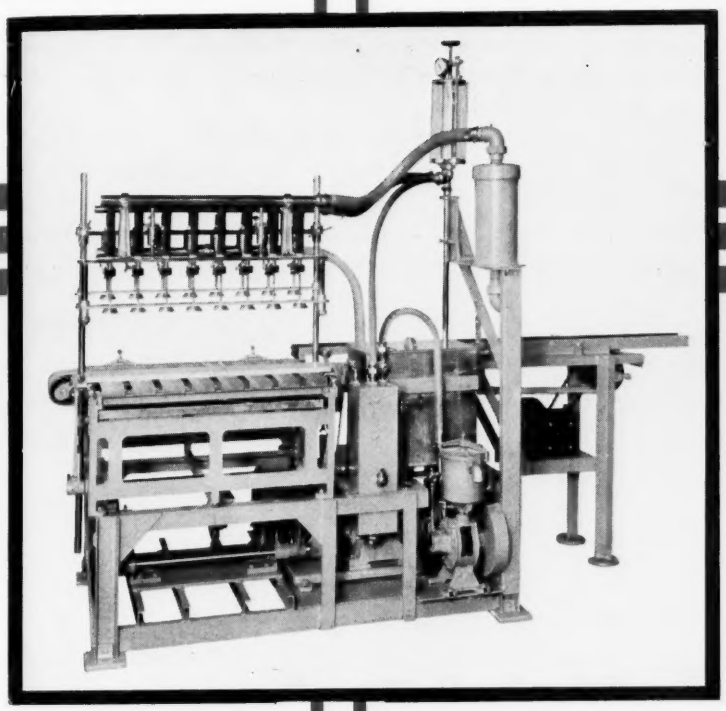
201 Devonshire Street • Boston, Mass.
120 Marietta Street • Atlanta, Ga.
427 W. Randolph Street • Chicago, Ill.
260 S. Broad Street • Philadelphia, Pa.

DISTRICT AGENCIES

Blake, Moffit & Towne
41 First Street • San Francisco, Calif.
Pollock Paper & Box Co. • Dallas, Texas
Victoria Paper & Twine Co., Ltd., Toronto, Can.



U. S. Model C Straight Line Vacuum Filler with Vacuum Bottle Cleaning Unit



Has Micromatic Adjustment Wheel for requlating speed of operation and capacity of machine, by means of a registering scale. This control eliminates difficulty in synchronizing. Speed can be changed in a few seconds.

Discharges automatically to conveyor and can be arranged with sectional conveyor to discharge to other automatic machines.

Produces Cleaned Bottles at Instant of Filling

•

Economizes on Space

•

Saves Installation Costs

•

Increases Production Capacity

•

Saves on Labor Cost, as one Operator Handles Cleaning and Filling on One Machine

•

Simplest—Most Compact and Reasonably Priced Efficient Vacuum Bottle Cleaning and Filling Machine of the Automatic Power Operated Type

•

Can Be Furnished in 6-8-10-12 and 14 Tubes as Desired

•

Capacity Up to 1,000 Cases Per Day

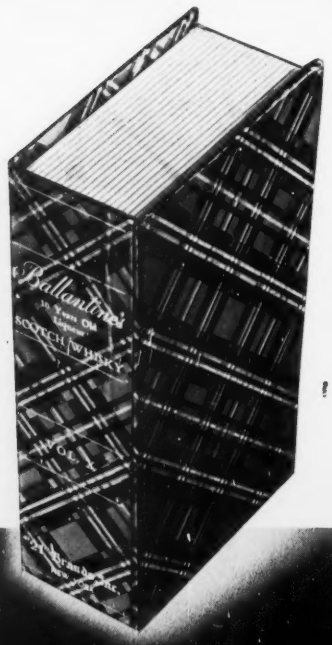
Any New Model C Straight Line Vacuum Filler, either Automatic or Semi-Automatic types, can now be had with Vacuum Cleaning Tubes and Vacuum Unit for bottle cleaning purposes. This method of cleaning bottles is preferred to washing in some bottling establishments and it has the advantage of saving practically one-half of the floor space, besides presenting thoroughly vacuum cleaned bottles at the instant of filling.

We Manufacture and Install

Agitators	Filters	Dryers
Belt Conveyors	Pumps	Vacuum Fillers
Cappers	Strainers	Accurate Measure Fillers
Corkers	Washers	Siphon Fillers
Cooling Conveyors	Water Stills	Storage Tanks

U. S. BOTTLERS MACHINERY CO.

4015-4031 No. Rockwell Street — Offices in all principal cities — Chicago, Illinois



BISLER-MADE BOXES HAVE WINNING WAYS

Packages meet more severe competition in the All-America Contest than they will ever meet on the counter or in the display window . . . for here they are compared with every other outstanding package . . . in their own line and in many others.

When one is selected for distinction from among this compressed department-store of packages . . . be certain that *IS* A PACKAGE!

It is significant that . . . following last year's selection of two Bisler-made boxes in the All-America Hundred Best . . . comes this year's choice of the Bisler Ballantine Whisky box for medal winning distinction.



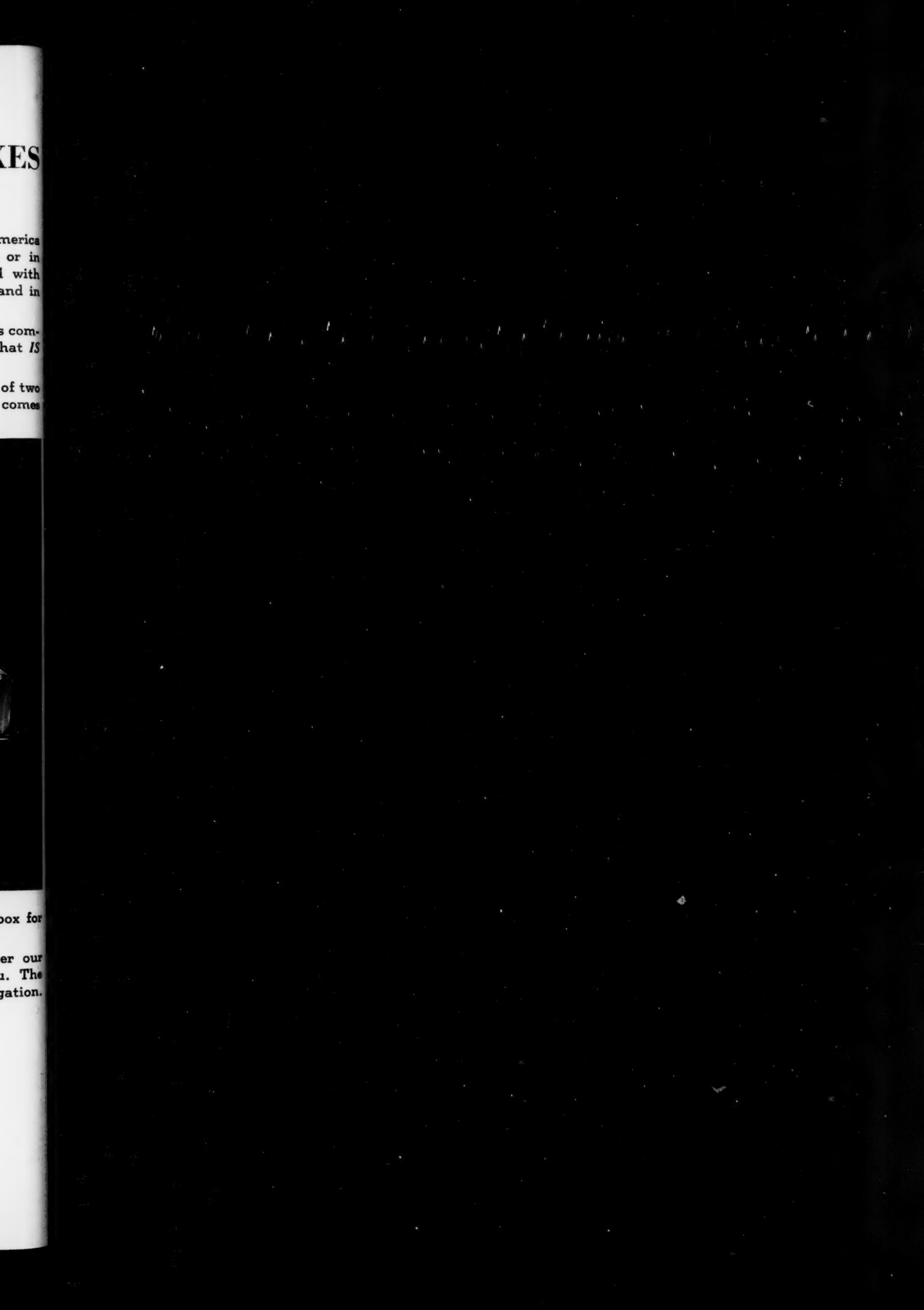
Plaid paper by Trautmann, Bailey & Blampey. Wood-grain paper by Chas. W. Williams & Co. Buff Corduroy Metaline paper by Hampden Glazed Paper & Card Co.

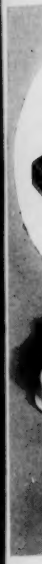
Your product can profit by the type of container our two uniquely well-equipped plants can produce for you. The services of our designing staffs are available. No obligation.

G. A. BISLER, INC.

5th and Brown Sts.
PHILADELPHIA, PA.

60-80 Washington St.
BROOKLYN, N. Y.





Specifically Speaking...



An Unusual Molded Packaging Problem Solved In American Record Corporation's Usual Manner

THE problem of our customer, a leading laboratory, was to package twelve small glass vials, held in position, in a container that had an aseptic, professional appearance.

American Record Corporation designed and produced the package in mahogany Arcolite with a base of ivory Plaskon, having a series of corrugations molded in. Appearance and utility of the package are in keeping with the best traditions of American Record Corporation. Traditions that assure you of an equally striking solution to your packaging problems.

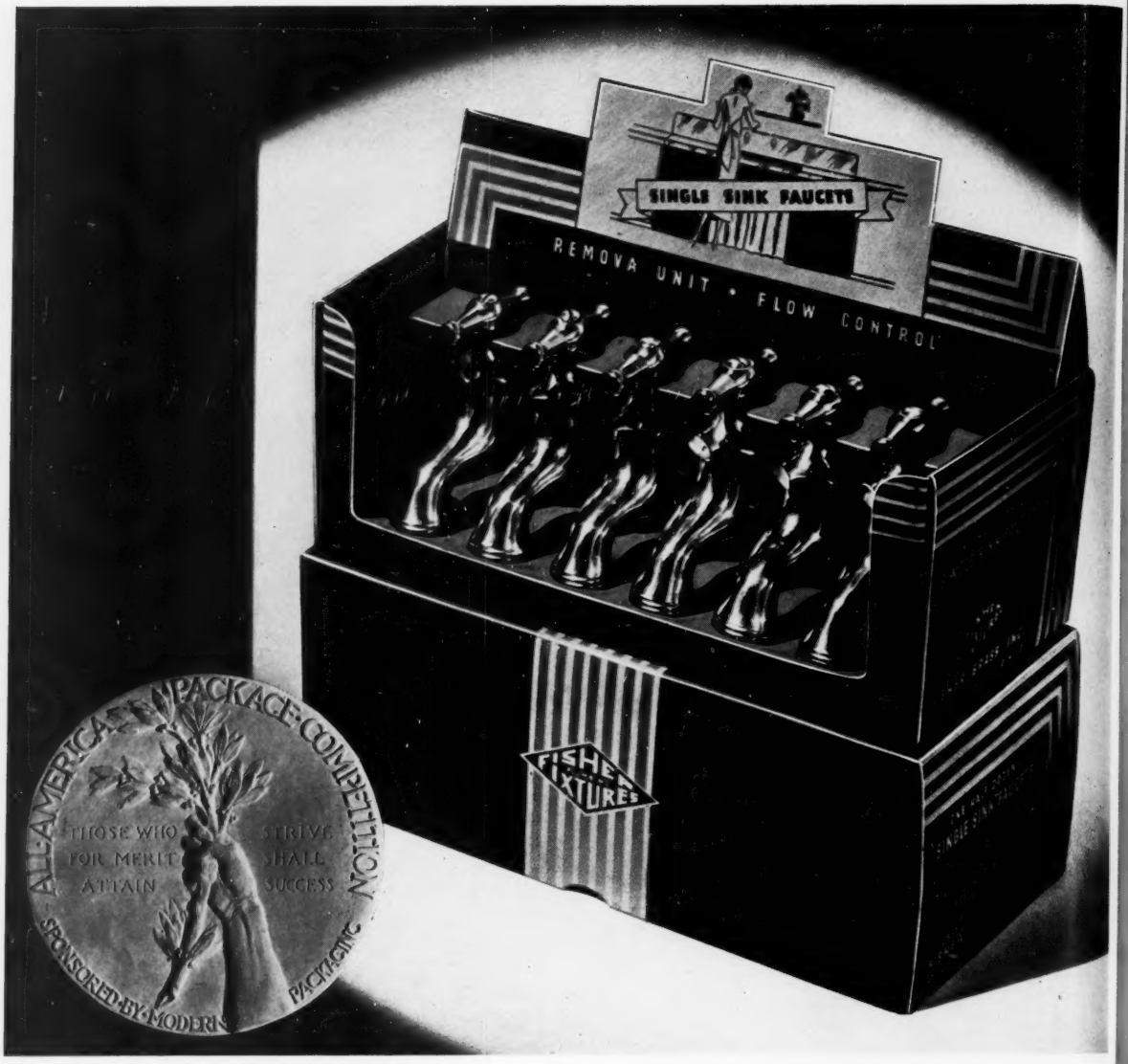
A·R·C SCRANTON BUTTON BRAND

AMERICAN RECORD CORP.

Molded Products Division

▼ SCRANTON, PENNSYLVANIA

Executive and Sales Offices: 1776 Broadway, New York ○ Chicago ○ Detroit ○ Cleveland ○ Hollywood, Cal.



WINS GOLD MEDAL IN DISPLAY

Ingenious, Attractive . . . . Yet Inexpensive . . . . Fisher Faucet Display Wins Over Four Hundred Entries

Picture seven judges . . . . each a leader in his profession . . . . called upon to select outstanding packages from among the five thousand best packages of the year. Imagine their problem when confronted with four hundred odd displays . . . . ranging in cost up to as high as five dollars each . . . . most of them devoted to the promotion of nationally advertised products . . . . many using such attention pulling devices as mirrors, metals, expensive painting, full color reproduction.

Yet . . . . in spite of the competition, the judges chose a simple, two color hardware display!

Their reason? Because this, beyond all others, did the one thing that a display is supposed to do. IT SOLD THE GOODS. It made faucets attractive to the judges . . . . just as it has made these particular faucets attractive to dealers and consumers!

The firm that designed and fabricated this First Award display has demonstrated its ability to think in terms of merchandising. It can take your product . . . . your problem . . . . and your cost restrictions . . . . and produce for you a sales-creating display which will hit the bull's eye just as this one did. Your inquiry will be handled by an active executive of our firm. No obligation, of course.

Special Paperboard Developed by Container Corporation of America

Frankenberg Bros. COLUMBUS OHIO

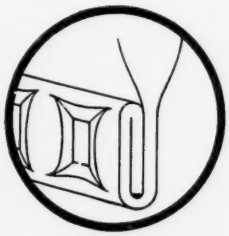
SET-UP AND FOLDING PAPER BOXES . . . PACKAGING COUNSEL

3 TYPES OF CLOSURES WITH 1 MACHINE

The

"90-DH" Tube Filling and Sealing Machine

This



Double-Fold Clipless Closure

For samples, and for products such as glues, rubber cements, pastes, etc., where seepage is not a problem.

This



Quadruple-Fold Clipless Closure

For products which require greater security but which do not seep through the folds of the closure and cause corrosion of finish and soiling of cartons.

or This

STOKES' ·WESTITE· CLOSURE

REG. U.S. PAT. OFF.

AIR-TIGHT—LEAKPROOF

For all products or purposes requiring greater security than that afforded by current type closures. It has the following advantages:

1. *Prevents closure seepage and corrosion*
2. *Saves all clip expense*
3. *Shorter tubes used*
4. *Prevents product deterioration*

FJS

THIS new machine has all the advantages of the well-known Stokes "90-D" but, in addition, can be "changed-over" in a few minutes to make any of the three types of closures described above—double-fold clipless, quadruple-fold clipless or the new WESTITE (air-tight, leakproof) Closure.

With this machine the manufacturer can not only save all clip expense but he can use

The double-fold closure—for economical sampling.

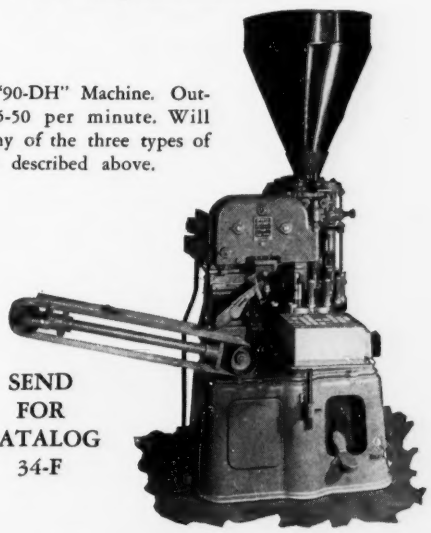
The quadruple-fold closure—for general work.

Or the WESTITE closure—to eliminate all seepage problems. It makes possible the marketing of new products and avoids the "leaker" losses, due to temperature changes, in export trade.

Catalog 34-F tells the whole story—and describes our complete line of hand-operated and power-driven filling equipment.

WRITE FOR COPY

Stokes "90-DH" Machine. Output—35-50 per minute. Will apply any of the three types of closures described above.



SEND FOR CATALOG 34-F

FJ STOKES MACHINE COMPANY

1895 FORTY YEARS SERVING THE FIELD 1935

5970 TABOR ROAD OLNEY P. O. PHILADELPHIA, PA.

New York Office: 103 PARK AVE.

Los Angeles Office: 1231 E. 7th ST. *Cincinnati Office:* 230 WILMUTH AVE.



WINNER and it's a BOND TUBE

The DuPont Top Sealer Tube wins the Family Group Silver Medal Award in the All-America Package Competition. Naturally we're proud because it was made by Bond! To the duPont Company, whose tube it is, and to Mr. Arthur S. Allen who designed it, we extend our congratulations.

For the part we played in producing this attractive lead tube, we take credit only to the extent that it is representative of Bond's daily quality standard of manufacture.

Faithful reproduction of colors . . . clean, clear flawless printing . . . strict adherence to construction details . . . these are the elements in which Bond excels. These are the reasons for Bond's reputation for good tubes.

BOND MANUFACTURING CORP., INC.

Manufacturers of Cork-Tex Discs—Bond Crowns—Cork Specialties

WILMINGTON, DELAWARE

NEW YORK CITY
H. H. HOILE
10 E. 40TH ST., ASHland 4-7534

DETROIT
S. L. MATTHIEU'S SONS
239 CHALMERS AVE., LEnox 8499

CHICAGO
ARTHUR LAQUEUR
McCORMICK BLDG., HArrison 32

BOSTON: A. P. VINING, 137 KNEELAND STREET, LIberty 3094

Again.....

SEAL-KAPS WIN

in the

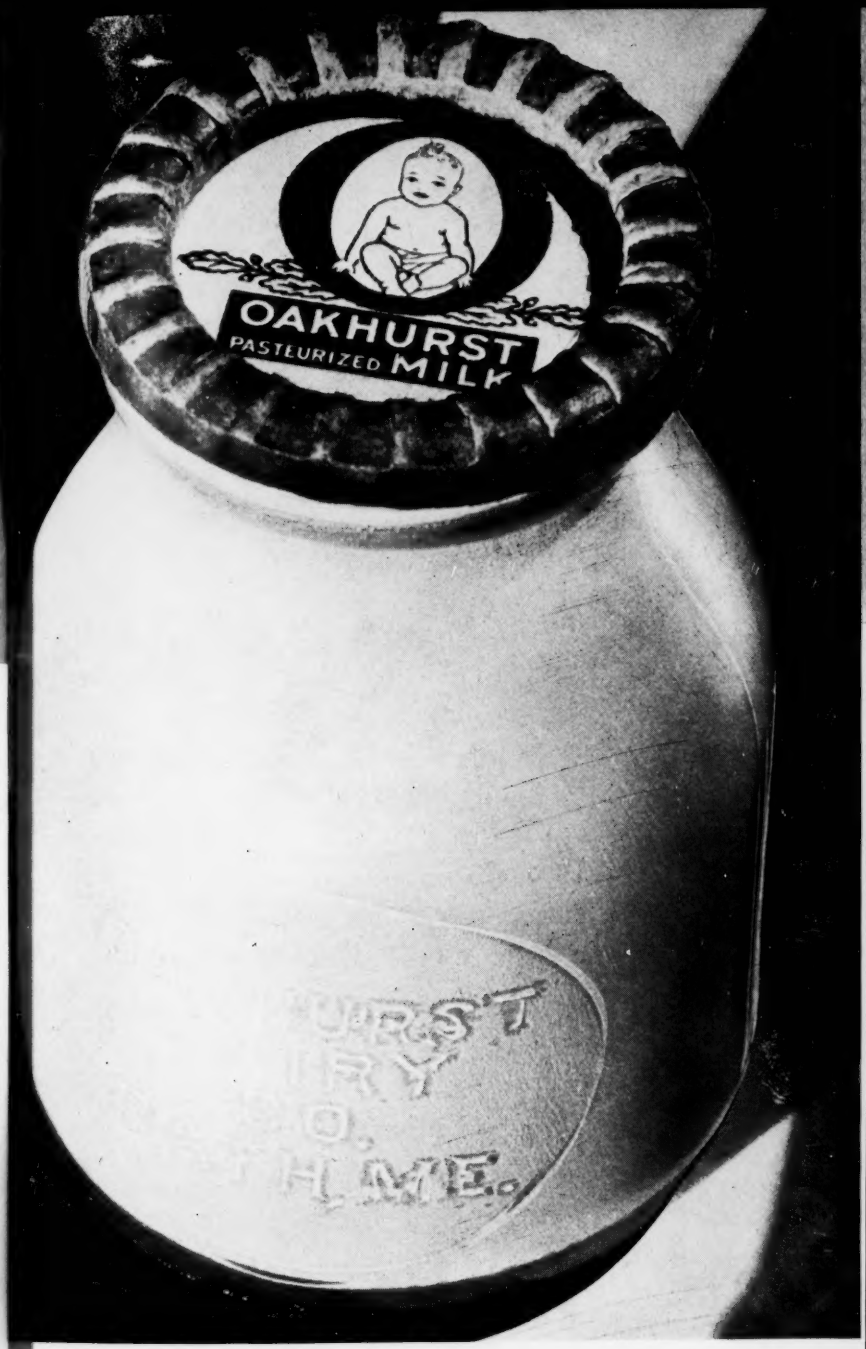
ALL AMERICA

For the second successive year, Seal-Kapped bottles have been chosen for award in the All-America package competition.

Once again the sound judgment of dairies from coast to coast has been confirmed by the considered opinions of the experts of merchandising, design and manufacture who constitute the jury of award. Judged against thousands of outstanding packages . . . measured for consumer appeal, practicality, convenience in use, cost-in-relation-to-effect and by every other sound standard of packaging excellence—these simple closures have come through with flying colors.



What does this mean to you . . . whether you package milk or any other product similarly sealed and re-sealed? It points out, once again the unusual consumer attraction which Seal-Kaps possess . . . their ability to please the user by their convenience, their ease of use and the protection they afford your product. It points out once again . . . the low cost, the ease of application, the unusual advertising value of this perfected closure.



USED BY LEADING DAIRIES FROM COAST TO COAST



The American Seal-Kap Corporation wishes to offer you every possible cooperation in the study of the application of Seal-Kaps to your product. Our service goes far beyond mere sales of this closure. It includes advertising and merchandising aid to make quickly apparent to your salesmen, your dealers and your consumers the advantages of Seal-Kaps. A phone or letter will bring one of our executives with full information.

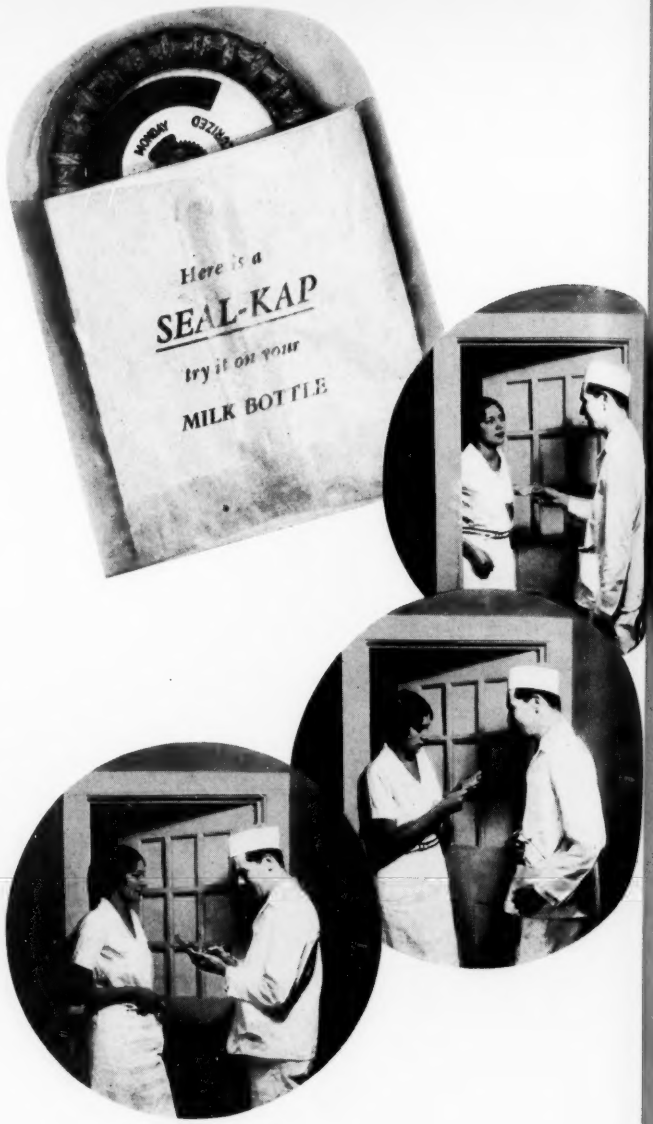
A SEAL-KAP MADE A BOTTLE OF MILK A PRIZE WINNING PACKAGE

It possesses decided advantages over every other type of closure . . . advantages which have won for it the patronage of hundreds of dairies . . . from coast to coast, from Maine to Texas.

Because of the convenience Seal-Kaps afford the consumer . . . because of the ease with which they may be removed and replaced . . . because of the protection they afford your product . . . they have, time after time, won instant acclaim from the purchasing public.

Seal-Kaps build up new sales in old markets . . . lift your product away from competition . . . build up sales force morale . . . in short, **SEAL-KAPS PAY.**

Consider them in relation to your own product. Our representatives . . . armed with facts and figures . . . will gladly help you lay the basis for such a consideration. Write or phone—



AMERICAN
SEAL-KAP
CORPORATION
11-05 44TH DRIVE, LONG ISLAND CITY, N. Y.

"Britannica" and "Hickok" win

FIRST *and* SECOND AWARDS

with Bakelite Molded Packages

★

IN THE recent All America Packaging Contest, hundreds of meritorious packages of many types competed for the Awards. The verdict of the jury gave the Encyclopaedia Britannica Cabinet first prize, and the Hickok container for men's wear accessories second prize, in the Plastics Division. That the two packages winning the highest honors were made of Bakelite Molded is a striking endorsement of this material as an aid to attractive modern packaging.

From "cuff links to encyclopaedias" suggests the wide range of the products for which Bakelite Molded containers are being profitably used. A few of these are belts, suspenders, watches, candy, safety razors, cosmetics, first aid kits, manicure sets, and instruments. Many of these containers are of the dual-use type, serving as attractive cigarette boxes, ash trays or jewel cases after the original contents have been removed.

Bakelite Molded is available in a variety of attractive colors affording the package designer a wide choice for the expression of his ideas. These also make it possible to design packages distinctive in color as well as in form. Sales managers and package designers are invited to examine our display of Bakelite Molded containers in their own offices or studios. Upon receipt of request we would also be glad to mail a copy of our Booklet 8C,— "Restyling the Container to Increase Sales".



BAKELITE CORPORATION, 247 Park Avenue, New York, N.Y. . . . . 43 East Ohio Street, Chicago, Ill.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

BAKELITE

REGISTERED U. S. PAT. OFF.

"The registered trade marks shows above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the authorized sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."

THE MATERIAL OF A THOUSAND USES



Make your PRODUCT *click*

IN AN ATTRACTIVE DISPLAY CARTON

Probably your product is well packaged at this time. If not, you are working against heavy odds in your effort to build sales volume.

But a good package is only half of the job. Even more important is the display carton which brings your product to your customers' attention.

Designing and producing individual packages and display cartons is our business. We have designed hundreds of successful jobs and produced millions of cartons. We will welcome an opportunity to consult with you about your packaging problems.

CHICAGO CARTON COMPANY

4200 South Crawford Avenue CHICAGO, ILLINOIS





Another Best Seller ✦ ✦ ✦ ✦

Perfect-O-Cut Embossed Metallic-Foil Labels have turned many a lagging item into a "best seller." Enthusiastic reports from our customers, backed up by repeat orders, attest to the fact that these attractive labels are shoving sales skyward in every line.

Label authorities for well over half a century, Tablet & Ticket will gladly tell you how the judicious use of modern metal-foil on your package will "stop the eye, and cause to buy."

Write for samples and suggestions. No obligation whatever.

The TABLET & TICKET CO.

1019-M WEST ADAMS ST., CHICAGO, ILL. • NEW YORK • SAN FRANCISCO • BOSTON

Authorities on Effective Labeling

This Container Receives

HIGHEST AWARD!

This BLISS DELIVERY BOX, with cover designed by Gaylord, and first used by The Heidelberg Brewing Company, received the GOLD MEDAL in a field of over 300 Shipping Containers in the ALL-AMERICA PACKAGING COMPETITION.



The decision of the Judges was based on

CONSTRUCTION
SERVICEABILITY
ECONOMY

Numerous other Brewing Companies are finding the Bliss types of Delivery Boxes convenient, economical, and pleasing to their customers.

Compare this Strong, Light, Handy Attractive BLISS DELIVERY BOX with your present plain, noisy, heavy wood or metal boxes.

This BLISS BOX protects the contents from light, and displays your brands to the best advantage. Costs less to make and is used and re-used many times. Far more economical than wood or metal boxes.

Let us tell you more about the advantages of Bliss Solid Fibre Boxes. How they are delivered to you flat and set up in your own plant.

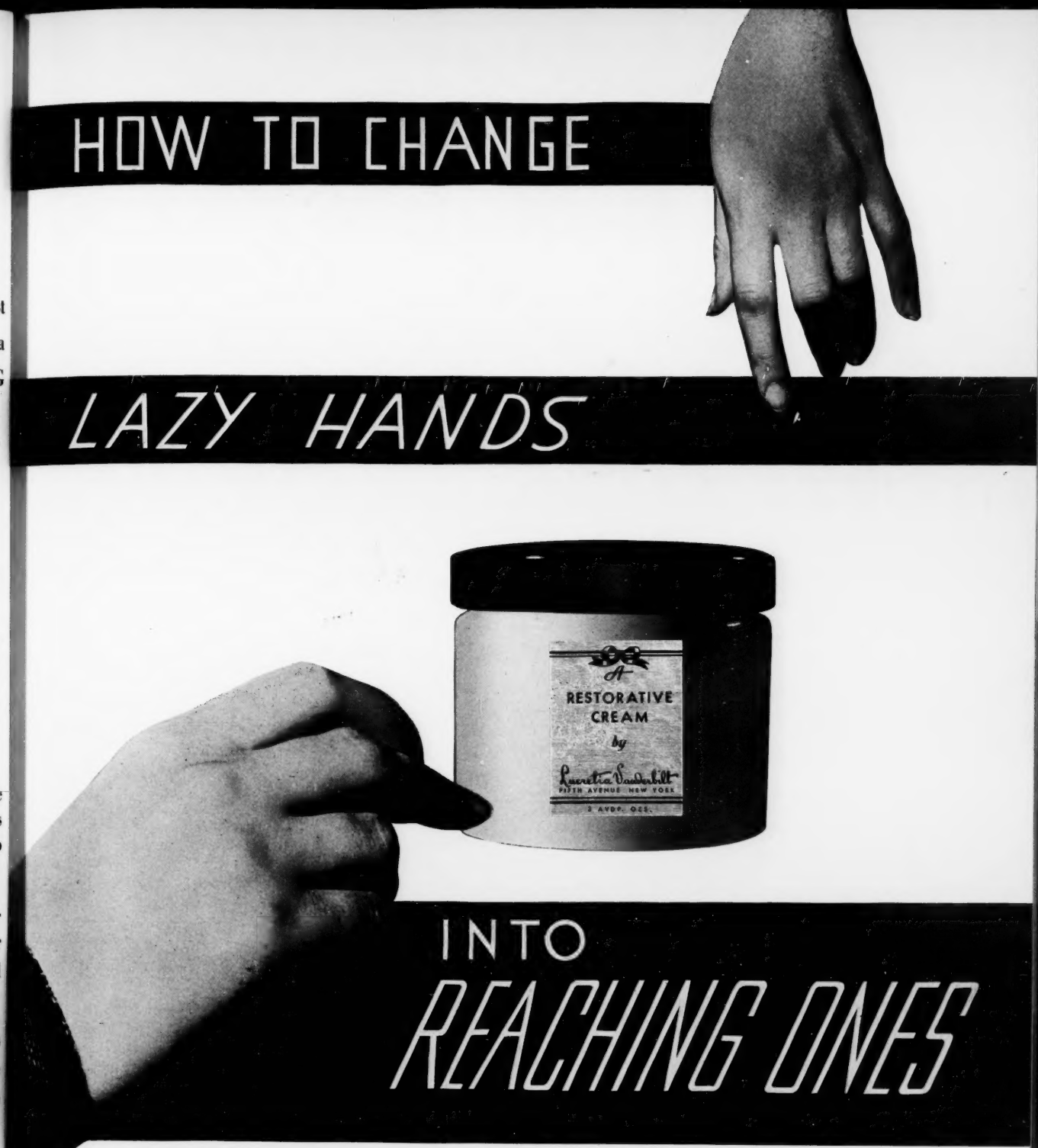
Dexter Folder Company

Bliss, Latham, and Boston Wire Stitching Machinery for All Types of Fibre Containers

28 West 23rd Street, New York, N. Y.

CHICAGO	PHILADELPHIA	BOSTON	CLEVELAND	ST. LOUIS	SAN FRANCISCO
117 W. Harrison St.	5th & Chestnut Sts.	185 Summer St.	1931 E. 61st St.	2082 Railway Ex. Bldg.	LOS ANGELES-SEATTLE Harry W. Brintnall Co.

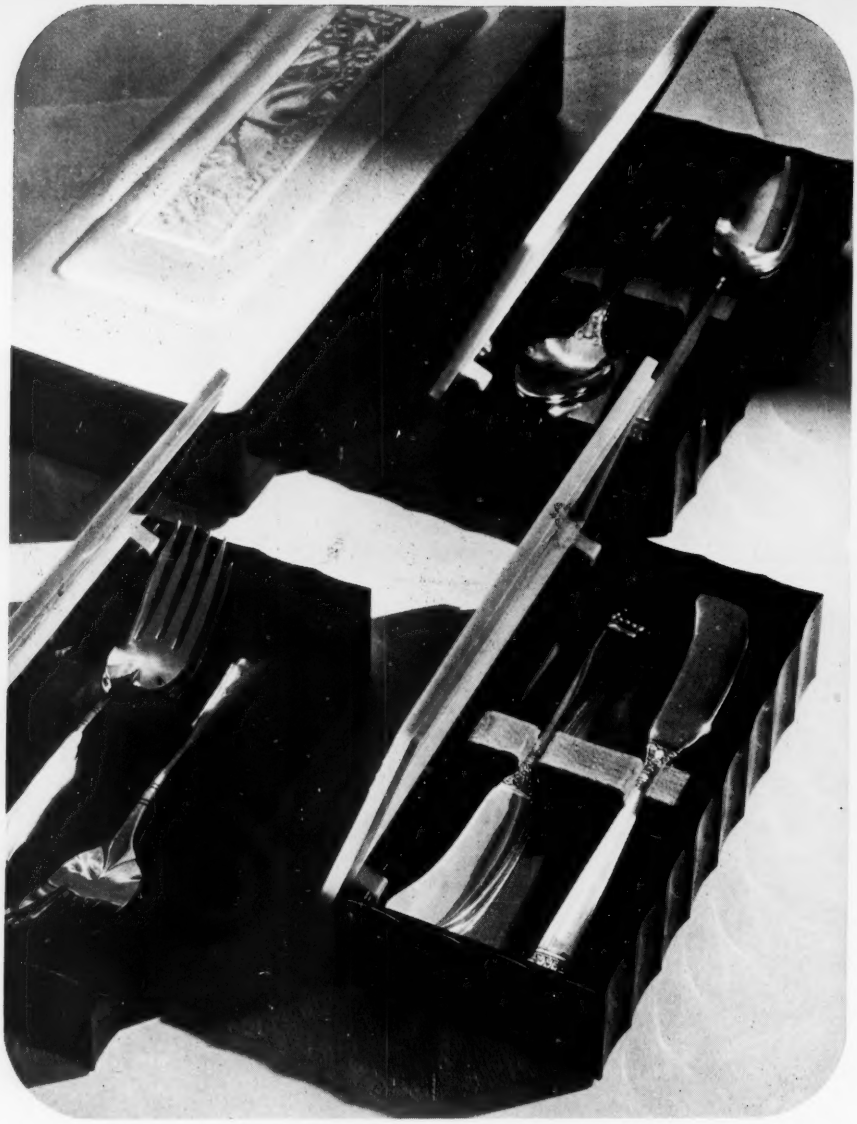
HOW TO CHANGE LAZY HANDS INTO REACHING ONES



We have proved to dozens of our customers that fine labels and seals are the greatest single factor in sales success. May we have the opportunity to show you the facts?

Richard M. Krause inc.

52 E. 19th St., New York, N. Y.



ONCE AGAIN—DIEMOLDING CORPORATION SCORES IN THE "ALL AMERICA"

—this time with the year's most successful RE-USE packages!

You've seen these beautiful containers everywhere—in national advertising, in smart silverware and jewelry departments, in the homes of discriminating women.

But do you know their inside story? How Oneida Community canvassed the molding field before picking the Diemolding Corporation to execute this job? How every detail of design and construction was carefully worked out—through months of planning—before a single box was made? Finally, how Diemolding maintained the high standards set while filling the rush orders which instant success brought forth.

Behind every prize-winning and sales-winning package, there must be an organization skilled in doing the type of job that creates prize winners. In the molding field, there is one such outstanding organization. Before you plan or specify a molded package, part or closure . . . investigate—

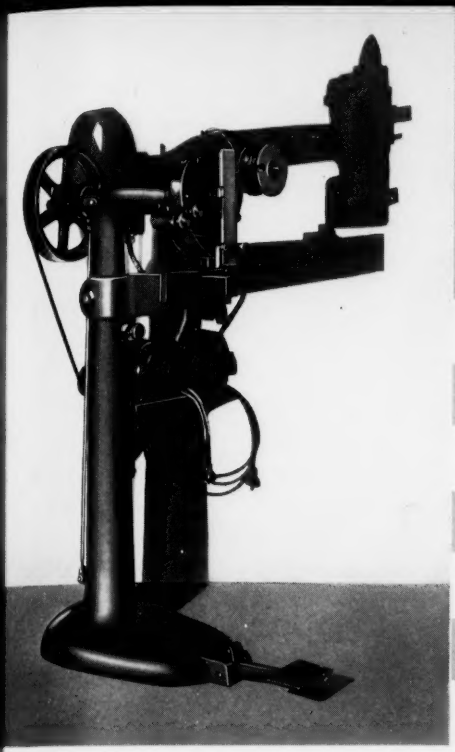
D I E M O L D I N G

C O R P O R A T I O N

CANASTOTA TRADE DM MARK NEW YORK

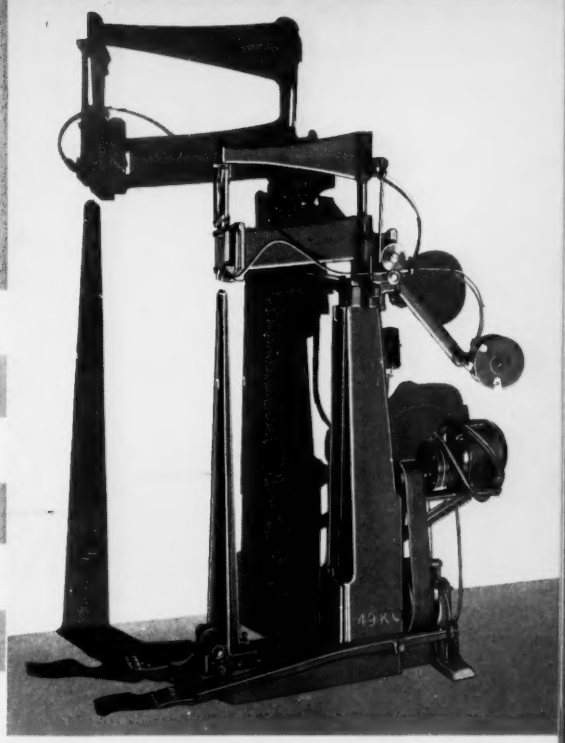
This is the second time the Diemolding Corp. has won in the All-America package competition. In the 1932 Competition our molded package for Crandall's Ashaway Fishing Lines received first choice in the molded plastics group.

REAL PROFIT 3 PROTECTORS



Saranac 12" Box Stitcher

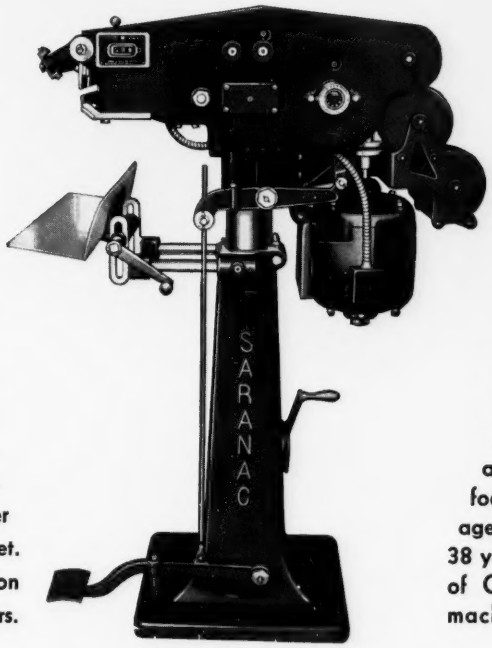
- speed production
- save material-labor
- minimize repair costs
- produce permanent stitches
- backed by 38 year record



Model "K", set-up for bottom stitching

BUILT FOR HEAVY DUTY

The fast, powerful, light-running Box Stitcher shown above is typical of Saranac's large family of Fibre Container Stitchers. Entirely self-contained, it manufactures its own staples from the spool of standard gauge, round or flat wire . . . Saranac Stitchers are sold under positive guarantee to do more and better work than any others on the market. . . . Write for new free Bulletin 125 on Saranac Fibre Container Stitchers.



PRICED FOR POPULAR USE

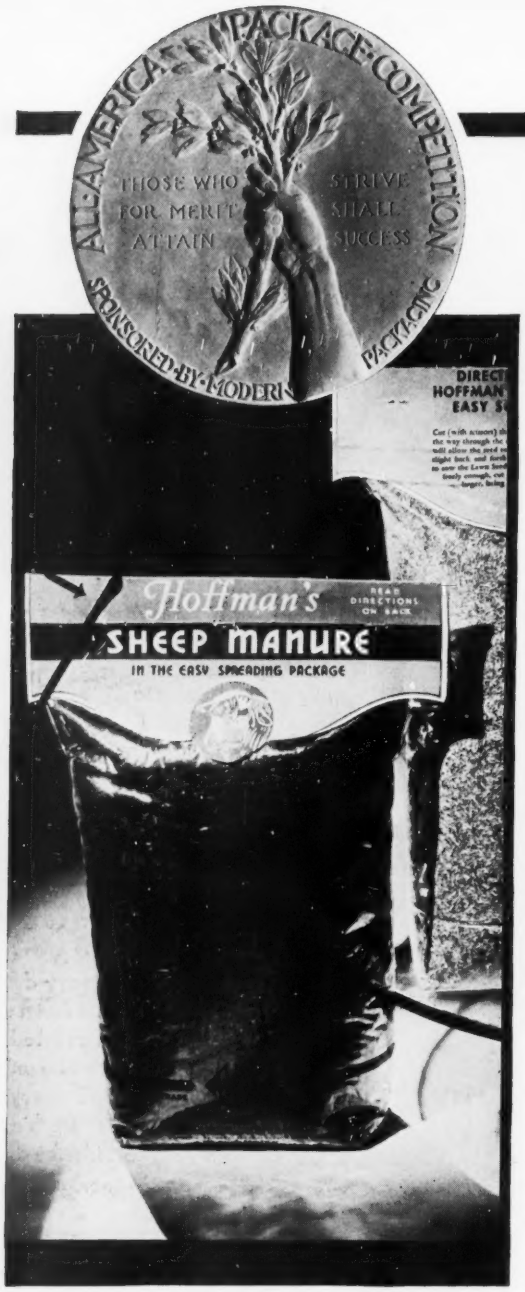
In addition to the heavy duty line of Fibre Container Stitchers, Saranac offers Model "K", a popular-priced unit. Model "K" is shown above, equipped for bottom stitching. Can be converted to Side Stitcher in a few moments' time. Staples can be driven parallel or at right angles to arm. Also available in foot power . . . If you have a package-fastening problem, draw upon our 38 years of experience as manufacturers of Container Stapling (wire stitching) machinery. Ask for Bulletin 125.

SARANAC MODEL D-10" BAG SEALER

Model D-10" seals bags rapidly, securely—almost hermetically. Stapling heads manufacture, drive and clinch their own staples from spools of wire. The reverse double-fold is accomplished in the same single stroke, and the resultant stapled fold is the strongest part of the bag. Model D-10" is designed for the rapid, economical closure of all kinds of paper bags; bags with or without liners; glassine bags; cellophane bags . . . Saranac Sealers save in the labor bill, in the fastening units, in the bag contents (the closure is sift-proof), in losses due to rough handling. Write for Bulletin 154.

SARANAC MACHINE COMPANY

BENTON HARBOR • • • MICHIGAN



Above—This package, designed for A. H. Hoffman, Inc., was the gold medal winner — awarded first prize in the Bag and Envelope Division of the All-America Competition. And it was not only a prize winner — but an outstanding sales success.

Right—Third prize went to this Dobeckmun Package designed and manufactured for the American Pop Corn Company. This firm, the largest factor in its field, looks to Dobeckmun for the Cellophane Packages in which its products are marketed.



DOBECKMUN *Scores* AGAIN!

● Again Dobeckmun has won recognition for leadership in Packaging . . . winning first prize in the bag and envelope division of the All-America Competition; also third prize; and sharing honors in second prize.

Dobeckmun's attainment of leadership is the result of concentration on the development and production of transparent packages. Because of this specialization we have been able to build a staff experienced in the solution of "Cellophane" packaging problems. Through wide experience and specialized knowledge, we offer a type of cooperation and service available through no other source.

You may not know whether your products can be profitably packaged in Cellophane. Let our experience help you decide . . . and if "Cellophane" packaging will increase your sales we will gladly submit designs for your approval.

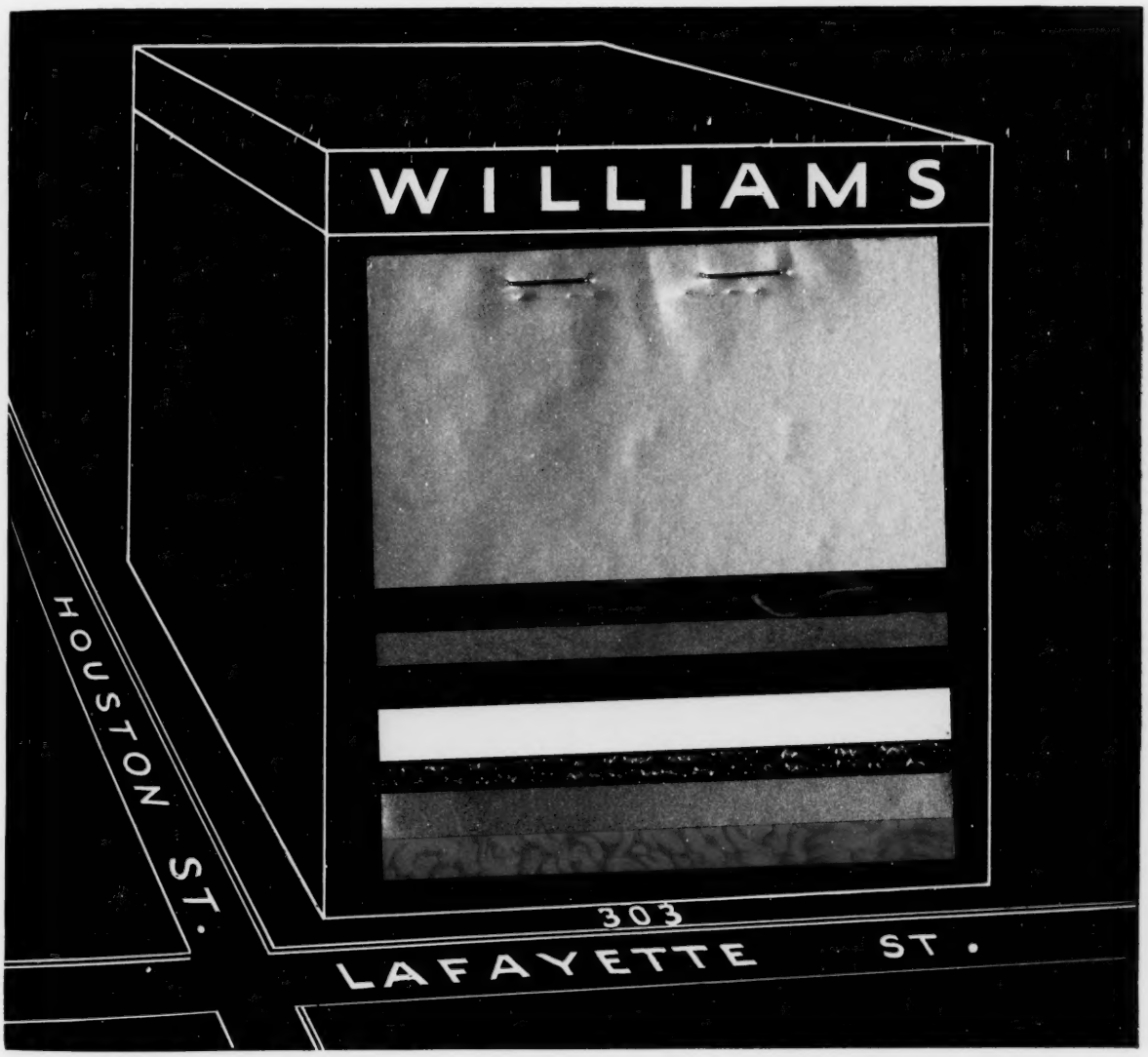
THE DOBECKMUN CO.

Leaders in Fabricating and Printing Cellophane

3301 Monroe Avenue **Cleveland, Ohio**

BRANCH OFFICES: New York, 11 W. 42nd St.; Chicago, Merchandise Mart; Philadelphia, 1528 Walnut St.; Boston, 10 High St. REPRESENTATIVES: Baltimore, Dallas, Denver, Detroit, DesMoines, Houston, Kansas City, Little Rock, Los Angeles, Memphis, Minneapolis, Peoria, Pittsburgh, Portland (Ore.), Omaha, Red Lion (Pa.), Salt Lake City, San Antonio, San Francisco, St. Louis, Syracuse and Tampa.

A WHOLE WAREHOUSE OF IDEAS to increase your sales



Many ideas are embodied in the paper used in Paper Box Covering and Package Wrappings.

For almost every type of Package there is at least one "ideal" paper covering of unique design or pattern that will greatly enhance its attractiveness and desirability at the point of sale.

Your dealer will put more sales effort back of your product if its package is pleasing to the eye.

A whole warehouse full of unusual Package and Label Papers with their complement of ideas is yours to draw upon. Ask "WILLIAMS" to submit suggestions and samples. Address

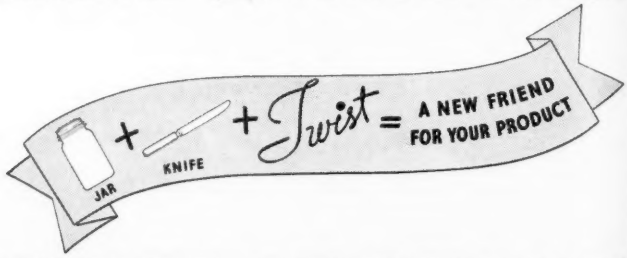
Charles W. Williams & Co., Inc.
AUTHORITIES ON BOX COVERING PAPERS
303 Lafayette St. New York
CHICAGO BOSTON



NEW TYPE *Knife-Opening* "G" CAP WINS FIRST PRIZE IN ALL-AMERICA PACKAGE COMPETITON

● The Knife-Opening Vacuum cap has won recognition and a definite place in the food field. Already more than 100 coffee roasters are delivering FRESH coffee that stays FRESH under this convenient-to-open closure, and building astonishing sales increases as a result.

Packers and roasters who use this new type cap are agreed that the Awards Committee in the All-America Package Competition bestowed well-merited recognition when they selected the new Knife-Opening Cap for FIRST PRIZE. Now available with pulp and oil or other liners suitable for packing all products which have formerly used old style screw caps. The Knife-Opening "G" will undoubtedly be the outstanding sales-builder in closures for 1935. Secure further information from any branch office of the Owens-Illinois Glass Company, or write to The Closure Service Company.



THE CLOSURE SERVICE COMPANY

TOLEDO, OHIO

MODERN PACKAGING

VOLUME 8 . NO. 6 . FEBRUARY . 1935

IN RETROSPECTION AND ANTICIPATION

by D. E. A. Charlton

FOLLOWING our custom of each year—that of "taking stock" of package progress and performance—we have purposely deferred the publication of such an analysis until this issue, believing that its presentation at this time will be helpful in conjunction with the discussion occasioned by the Fifth Packaging Conference. No doubt many of the points mentioned will be elaborated upon in the various meetings—both as to past as well as future developments in the field of packaging.

Of the several industries dependent on packaging as a means of containing, utilizing and merchandising their products, that which attracted more attention during 1934 was unquestionably the liquor industry. To the suppliers of equipment and package materials, this represented a new market for many; a rejuvenated one for those who had formerly enjoyed a fair business from that source.

Previous to and following the red-letter December Fifth of 1933, the manufacturers of packaging machinery, label printers, bottle makers, closure concerns and other suppliers found their plants working overtime in a frantic effort to keep up with orders. The Nation's appetite for that which had been legally withheld required an immediate appeasing, and the first problem was that of producing. Packaging, as such, was exemplified in its earliest elements: containers to hold and satisfactorily dispense the product. Following the first rush to satisfy the public demand, distillers, rectifiers and vintners, realizing that in its rebirth the industry called for new methods of distribution, commenced to give consideration to the package as a merchandising factor. In the beginning, various handicaps, such as legislation as relating to labels, Government seals, etc., impeded progress. But these difficulties—mainly the result of an effort to bring order out of chaos—gradually lessened or were satisfactorily overcome.

The first constructive work in the cause of the package assembly was in the direction of the needed materials—closures, secondary closures, wrappings, etc.—which would provide certain protective or counterfeit-proof features. Stock bottles of a wide variety were available, also cartons and label designs. Since then there has a been a marked swing toward improvement in design and in design assembly, and the 1934 crop of liquor packages shows a definite leaning in the direction that has been taken by other industries who have come to recognize the package as something more than just a container for a product. While no estimate can be placed at this time on the package requirements of the liquor industry, it is safe to say that the market for equipment, materials and design service is one that is most attractive and bids fair to remain among the more important groups of the future.

Some measure of the interest which packages have created during the past year is evident in the number of exhibits and competitions recorded from various sections of the country. All of these have helped to bring about a better recognition of package principles



and usage. In this connection it may be pointed out that the tendency of these promotional efforts is toward the practical rather than the purely artistic side of the package assembly.

Encouraging, too, is a definite swing in package design toward simplicity and greater purpose. There are fewer evidences of the "busy," somewhat aimless packages which attracted but were not attractive.

The trend is toward high visibility, legibility and easy recognition—more adaptability to store conditions—a realization that the package does a bigger share of the selling job—greater attention to production and the



materials used—a higher bid for customer convenience. This advance has come about through better understanding and closer cooperation between users of packages, suppliers of materials and equipment and designers.

There is almost a marked absence of design "tricks"—again the swing toward package simplicity. This does not mean, however, that the effort toward convenient "gadgets" has ceased, for, on the contrary, the past year's offerings exceed those of previous seasons. But these have taken a sensible direction and have been applied in such a way as to curry the favor of the ultimate package user. Women have been the most consistent sufferers from packages hard-to-open, difficult-to-close and similar grievances, and their complaints are beginning to bear fruit, with the result that designers and makers of packages are striving to overcome such obstacles and are really getting somewhere.

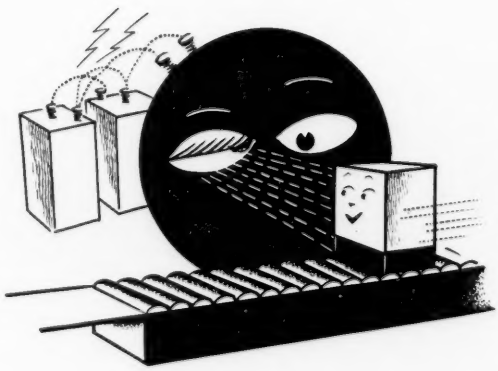


In many lines, such as men's wear, sporting goods and certain so-called seasonal items, there has been an increase in the adoption of "gift" packages, the merchandise manufacturers, wisely enough, deciding that an impetus could be given to sales through the inclusion of re-use containers or displays. Many of these have been ingenious, as well as successful, and it can be expected that the practice will be continued as well as improved, especially since many of the newer packaging materials, such as plastics, are available.

The tendency toward "family resemblance" in packages for group or allied products continues, and this trend also shows the refinement evident in individual packages. No previous year can record as many "big" package design or redesign jobs—that is, those undertakings in which a large number of packages were styled for a single manufacturer or distributor. Notable among these were the auto supply parts for Chevrolet and Ford, the Montgomery Ward packages, Sears-Roebuck, Goodrich Rubber and many other well known groups.

Whatever criticisms may be raised of the NRA and its various activities, it now seems certain that at least some of these have had a salutory effect on packaging supply interests. While certain trade associations had existed previously within the packaging industry, the NRA served to quicken their efforts not only in trade practices but in bringing about a better understanding of the mutual problems of the members. The more recently formed bodies have likewise benefited and these advantages have been passed on to customers of the interested groups.

A still further advantage from such cooperation may be hoped for in the future; this in the direction of Governmental legislation as it may affect packaging. For it is recognized that the supply group of the packaging industry represents a substantial financial factor and its influence must be counted upon when Congress and official Washington make their decisions. During 1934 there was ample evidence of package recognition, even though this was not of the spectacular sort, but this year's Congressional sessions may expect a greater share of attention from that source. Pending are bills that relate to various forms of design protection, package privilege,



labeling and similar packaging activities.

A survey conducted early in 1934 by MODERN PACKAGING among package users brought out the fact that packaging costs (*Continued on page 62*)

THE 1934 ALL-AMERICA PACKAGE COMPETITION

THE August, 1934, issue of MODERN PACKAGING carried the first announcement of this year's competition, the fourth of the series which have been sponsored by this publication. In previous competitions the entries were confined to twelve groups or classifications but these were extended this year to include seventeen, the additional groups being those designated as closure, machinery and equipment, seal and label, transparent pack and shipping container groups. In each of these, three awards were offered: the All-America Medals in gold, silver and bronze.

The competition closed for entries on Jan. 5, 1935. Following the arrangement of the exhibits, grouped according to their respective classifications, the judging took place on Jan. 9, although no announcement was made of the winning entries other than to the successful entrants and to those who had, by means of service, materials and equipment, contributed to the design and assembly of the selected packages.

Apropos of the 1934 entries, it may be paraphrased that "many were culled but few were chosen," for the final count tallied 1258 entries, a grand total of about sixty-two hundred packages. And from these the judges made their selection—no easy task, one can imagine. The entries were divided as follows:

Bags and envelopes	19
Cartons	238
Closures	35
Collapsible tubes	18
Displays	124
Family groups	37
Fibre cans	37
Glass containers	173
Machinery and equipment	16
Metal containers	83
Miscellaneous	30
Plastics	39
Seals and labels	145
Set-up paper boxes	163
Shipping containers	13
Transparent packs	54
Wrappings	34

IN former All-America Package Competitions, a plan of numerical ratings for determining the best packages in each of the several groups was followed. Potential ratings were stipulated for each of the points selected as being of important consideration in the design, construction, assembly and functions of each package. Based on these potential ratings, each of the judges recorded on the individual rating cards his or her opinion of the various packages. These scores, totaled, determined the awards—the package in each group having the highest score being acclaimed as the winner.

This plan seemed the most practical at the time although certain objections were raised to such a plan of rating, the principal of these being that the so-called potential ratings will differ with different packages. In some packages, obviously, convenience is the outstanding characteristic; in others, physical appearance; display value; re-use, and so on. Therefore a new basis of judging seemed advisable, and the following was the plan that was adopted and used as a basis on which the 1934 judging was done.

The various entries were grouped, as in former years, by the various classifications: cartons, glass containers, bags, wrappings, etc.; and so displayed that the committee had an opportunity to view all of them. Each group was studied separately by the judges and a selection of the "preferred" packages made for consideration in the choice of the winning packages.

The points considered on each package judged were similar to those that received attention in previous years, it being believed that these adequately cover the attributes and functions of a package. These are comprehensively grouped, as follows:

Appearance

Design balance or harmony
Size
Shape
Typography
Illustration
Color
Style
Originality
Appeal

Sales Value

Display value at point of sale
Convenience
Advertising value
Re-Use value

Construction Value

Protectability
Suitability for product
Adaptability to production

Each of the above points, where they applied to the package in question, were given consideration in order of their importance. The personnel of the committee was such that the discussion on each package determined the relative importance of these points, because each judge viewed them in the light of his or her own opinion and experience.

IN succeeding pages, arranged in a special photogravure form, will be found illustrations of the winning packages together with appropriate acknowledgments to the user-manufacturers, as well as to those who contributed to the design and assembly of them.

It is believed that this type of presentation will not only serve as a pleasant reminder to those whose packages were so chosen, but will create a favorable impression in every branch of the industry and aid in a greater appreciation of the progress made by well designed and effective merchandising packages.

IN addition to the gold, silver and bronze medals which will be awarded at a dinner to be given at the Palmer House, Chicago, the evening of Wednesday, March 6, by MODERN PACKAGING, the All-America Certificates of Award will be presented to the designers and suppliers of materials and equipment who contributed to the successful packages. The recognition of this latter group is, in the opinion of MODERN PACKAGING, one which is too frequently withheld; whereas, as a matter of fact, in many instances the entire responsibility for the creation and production of a package is that of the designer or supplier-manufacturer.

AS we go to press, we take the opportunity to make certain corrections with respect to credit on the All-America packages. It will be realized, we think, that the obtaining of complete and correct information on each of the packages was considerable of a task for the reason that, in many instances, the data requested were insufficiently stated on the entry blanks submitted. Faced, too, with the fact that in producing the photogravure section that features the medal winners it was necessary to supply copy at an early date to the printer, we had to proceed with the information available up to the time of "press date." No doubt there will be other errors and we will acknowledge these as soon as they are called to our attention. To date the roster stands as follows:

The Hoffman seed packages, winner of the Gold Medal in the Bag and Envelope Group, were designed by John A. Farmer of A. H. Hoffman, Inc. It was erroneously stated that D. B. Hassinger was the designer, whereas he was responsible only for the art work, the mechanical features all being the work of Mr. Farmer.

The Washburn Company is the correct designation of the concern responsible for the display used by the Burgess Battery Company, winner of the Bronze Medal in the Display Group. The Washburn Company maintains factories in Rockford, Ill., and Worcester, Mass.

Inadvertent, too, was the omission of the name of Package Machinery Company as furnishing the wrapping machinery used in the assembly of the Adams Chewing Gum packages which received the gold medal award in the Transparent Pack Group. The Package Machinery Company also receives credit as supplier of the wrapping machines for the Ipana Tooth Paste packages and the Kirkman Soap installation. When we advised Roger L. Putman, president of Package Machinery Company, of the above facts, he replied, "It sounds as though we had done almost a Bobby Jones."

IN RETROSPECTION AND ANTICIPATION

(*Continued from page 60*) had increased practically twenty-five per cent. But there was little complaint of this, the consensus of opinion being that improved design and construction had either increased sales, had enabled their continuation or prevented a dropping off. With a return to more normal conditions and with increased production on the part of the suppliers, there is reason to believe that packaging costs will not exceed present averages, although it is quite probable—with the increasing recognition of the fact that "the package can do a bigger selling job"—that higher unit package costs will be given serious consideration by the product manufacturers.

Unquestionably 1934 was a year of outstanding accomplishment—a progress that was made in spite of certain economic handicaps evident in some of the other industries. It was a year in which packaging reached a high point in the appreciation of the user—the realization of the true function of the package—its ability to sell goods. This will be evident to any one who takes the trouble to thoroughly analyze any of the successful packages of 1934—perhaps those of any year, although this year's collection is more extensive than formerly. Such an analysis will consider (1) the package problem to be met and (2) the manner in which it was solved. As the result of previous experience, either on his part or that of others, the product manufacturer during 1934 was able to reach more sensible conclusions on package procedure. His suppliers, with new and improved materials, equipment and service, were better able to aid in the solution of the package problem. Not all of the packages of 1934 show that full opportunity was taken of these conditions, but the opportunity existed nevertheless.

Practically every machinery manufacturer effected refinements in his equipment. Higher speeds, greater adaptability and diversification. While not new this year in the packaging field, the use of the photo-electric cell as applied to wrapping and other purposes where color or design registration is desirable was extended. Vacuum packing in glass and metal, vapor sealing and the production of positive sealed inner liners for cartons were among the outstanding accomplishments announced and successfully applied this year.

In the container field: a more extended use of transparent boxes and displays; thin blown glass tumblers; process-labeled bottles; embossed collapsible tubes; improvements in molded plastic containers, and the introduction of stock molded boxes. As applied to cartons and labels, the use of protective varnishes and lacquers was one of the features of the year, the indications being that this practice is just at its beginning.

As previously noted, activities in the liquor field greatly encouraged the development of closures, particularly of the molded, double- (*Continued on page 148*)

FROM THE JUDGES' BENCH

AGAIN to the Judges of the 1934 All-America Package Competition, MODERN PACKAGING extends its thanks. And likewise, too, goes the appreciation of the entire packaging industry. For the work of selecting, from over twelve hundred entries, fifty-one packages in order of their merit was such as to tax the experience and imagination of any group that might lay claim to authoritative opinion on the design and function of a package. The task was a responsibility that had to be met without fear or favor, taking into account *every* factor that requires consideration in the solving of a packaging problem. And the work was well done.

Now, having completed their deliberations, each of the judges has been asked by MODERN PACKAGING to summarize—to give to its readers such impressions as resulted from that experience.

●

by Vaughn Hannery

THE final judge and jury to decide if a packaging problem has been solved is that group of customers it was devised to attract and persuade. What *this* jury was trying to do was to appraise in advance how ingenious a job the manufacturer had done.

We may well be wrong but we may well be right in believing that manufacturers are developing a worthy appreciation of good packaging, and that they are employing the talents of resourceful package makers and printers and sane and able designers.

It is easy to pick a good package—you simply look for one with an excellent sales record. It is not so easy to prove that packaging is responsible for the product's sales success, even though every one will admit that good packaging has its important role. It is not easy to decide what to do to insure a successful package job that will aid sales.

And it is the toughest sort of job to sit in on a jury and attempt to select from thousands of examples those packages wherein the manufacturer has appreciated his problems in packaging and has met them head-on and with complete success.

Even so, it was possible to spot the winners. In this great collection of packages, all of them devised since the committee met a year ago, it was obvious that certain manufacturers had tackled their packaging problems with understanding and had, as a result, done an outstanding job. In each group those worthy of definite consideration stood out. The hair-splitting decisions came when we attempted to pick the individual winners.

Here the background of each person on the jury became obvious. The editor of a woman's magazine would look for convenience to the customer. The production man would look to the packages cost and its practical attributes on the production line. The advertising man would evaluate the appeal of the package to the customer, particularly at the point of sale—and so on and so on. The selections of the jury will have to stand on their own feet. We believe they will.

To me, the outstanding job was the Chevrolet "photographic" packaging of automobile parts. Merchandising men and sales managers will cheer this job as long and as lustily as will the package manufacturer and the good package designers.

That classification of packages known as "A Family of Packages" was the most improved group in the show. There were more such entries than ever before—a good sign that manufacturers are looking at their line and not their individual packages.

With a few exceptions—and they were among the winners—the packaging of American liquors, beers and wines was a very unimpressive lot. As a group they were, for the most part, a collection of flashy, cheap looking packages, particularly the labels. Their gaudiness and obvious effort to impress were enough to shatter the confidence of most any buyer. When the wine and spirits business settles down to an even keel, I predict they will launch on a package renaissance. It can't come too soon.

The canned goods group—that is the use of a tin can with paper label, especially for foods—reached a new all-time low. It will be interesting to wait and watch for the time when such labels will begin to show real improvement and when such labels begin to keep step with packaging improvement in general.

Competition for business has always been keen, perhaps more so now than ever. This is evident in the packages that came before the jury, just as it is evident that packages are being improved every business day of the year.

●

by George R. Webber

I was impressed by the large number of practical packaging developments that were submitted and feel that the awards were given to packages deserving recognition for having accomplished packaging improvements that will benefit not only the producer by increased business, but also the consumer of these goods.

The wider use of plastics and the continued expansion of transparent wrappers and their use for bottle labels indicate a trend toward still further developments with these materials. The use of the photo-electric cell for exact registration of printed matter makes high speed production of many beautiful packages practical and possible, which only a few years ago would have been confined to hand operations.

by William M. Bristol, Jr.

I think that the entries this year showed greater variety and were more interesting and, therefore, it was more difficult to select the winners. I felt the procedure used in making final decisions was better than heretofore so that I think, in general, the final results reflected a greater unanimity of opinion on the part of the judges than in previous years.

As usual, the exhibits were excellently arranged and displayed, and I feel sure that every exhibitor should congratulate you on the care and thoroughness with which you do your part. Certainly my impression was that no package or exhibit was given a preferential display or location. I think this was well borne out by the fact that, in so many instances, the back row packages were the ones chosen by the judges.

●

by Katharine Fisher

I was particularly impressed this year with the growth of interest in this contest, as reflected in the increase in the number of entries and the total number of packages submitted. The unusually effective arrangement of all these as an exhibit was a sight well worth seeing. Indeed, the task of judging the many hundreds of packages was greatly facilitated by the very carefully planned grouping of the packages. The method of judging was also most satisfactory.

This year the displays as a class made an excellent showing, and I noted an interesting development in the family group. From the consumer's standpoint, however, I should very much like to see more constructive attention given to the problem of closures in the carton group. In most cases, the opened package still offers inadequate protection of the contents and an inconvenient method of dispensing them.

●

by Lockwood M. Pirie

To accurately judge so many packages in this, the All-America Package Competition, was indeed a big order and truly one of the most interesting in my experience. To attempt to analyze just what particular phase of this vast field each article covers, to determine to what degree of efficiency it accomplished this, is no easy matter. It was worthy of, and obtained, more than just "snap" judgment.

The winners of some groups were unanimously chosen, after careful consideration, but in the majority of groups, the final outcome was in doubt until the last vote had been cast. In a good many cases there should have been three or even more first prizes, but unfortunately it was necessary to reduce the three best in the order of their importance, as the judges saw it.

It was of particular interest to me to see how far behind were the so-called "small apparel" packages which play such a large part in the type of business represented by the writer. In only two or three groups were there any outstanding packages representing this group. Even the most staple lines put them to shame as is well evidenced by the results in the family group. Again in the display's group, where surely these articles should shine, there was nothing of this nature chosen for more careful study. To allow other lines of merchandise to so far outstrip them in this all important feature, is nothing short of overlooking a real sales possibility.

●

by L. Willard Crull

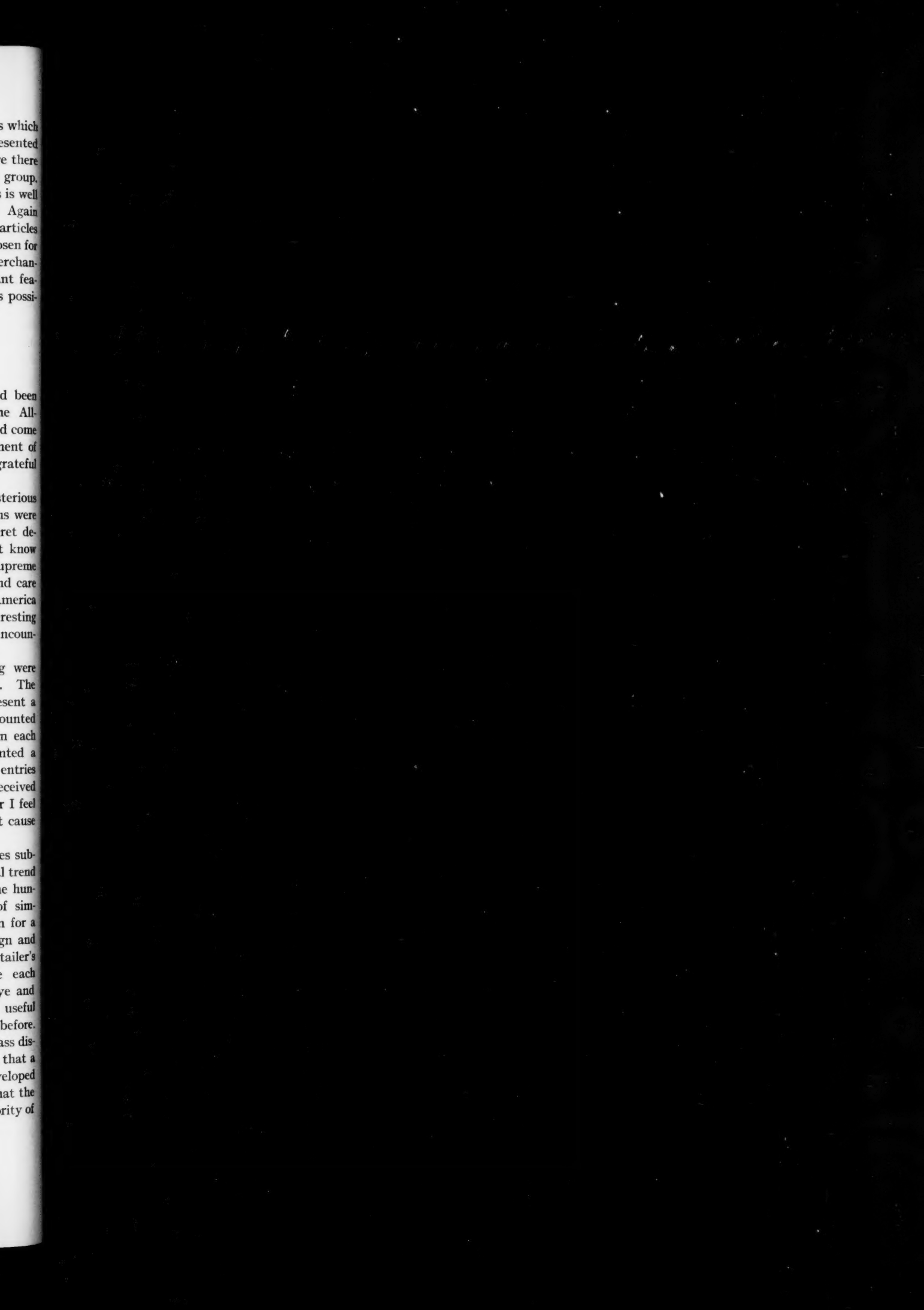
For two previous years our company had been fortunate enough to win awards in the All-America Package Competition. Therefore, I had come into contact with the judges and the management of Modern Packaging once a year entirely as a grateful outsider.

To me, the judges were always rather a mysterious group and I often wondered if their deliberations were in any way comparable to the austere and secret deliberations of the Supreme Court. I still don't know what takes place in the inner chambers of the Supreme Court, but I do know that the time, thought and care given to the selection of winners in the All-America Package Competition was one of the most interesting aspects of this competition that I have yet encountered.

Only naturally, certain phases of packaging were more important to one judge than to another. The very fact that each judge was picked to represent a different approach to the packaging problem accounted for this, and rightly too. Votes were tallied in each group so that the composite average represented a well balanced and complete analysis of the entries submitted. Certainly, all entries submitted received equal and fair consideration, and more than ever I feel that a package which emerges a winner has just cause to be proud of itself.

I am told that there were many more packages submitted this year than ever before, and the general trend which seemed to be exemplified in inspecting the hundreds of entries was a greater development of simplicity in treatment. There is still ample room for a greater use of this basic virtue in package design and development. The battle for display on the retailer's counter is becoming increasingly competitive each year and the struggle to attract the consumer's eye and buying by means of good looking, practical and useful packages is receiving more attention than ever before.

The very complication and assorted flash of mass display today makes it more imperative than ever that a striking note of simplicity and originality be developed in packages which are going to sell. I do feel that the packages chosen as winners this year, in the majority of cases, represent excellent examples of this trend.

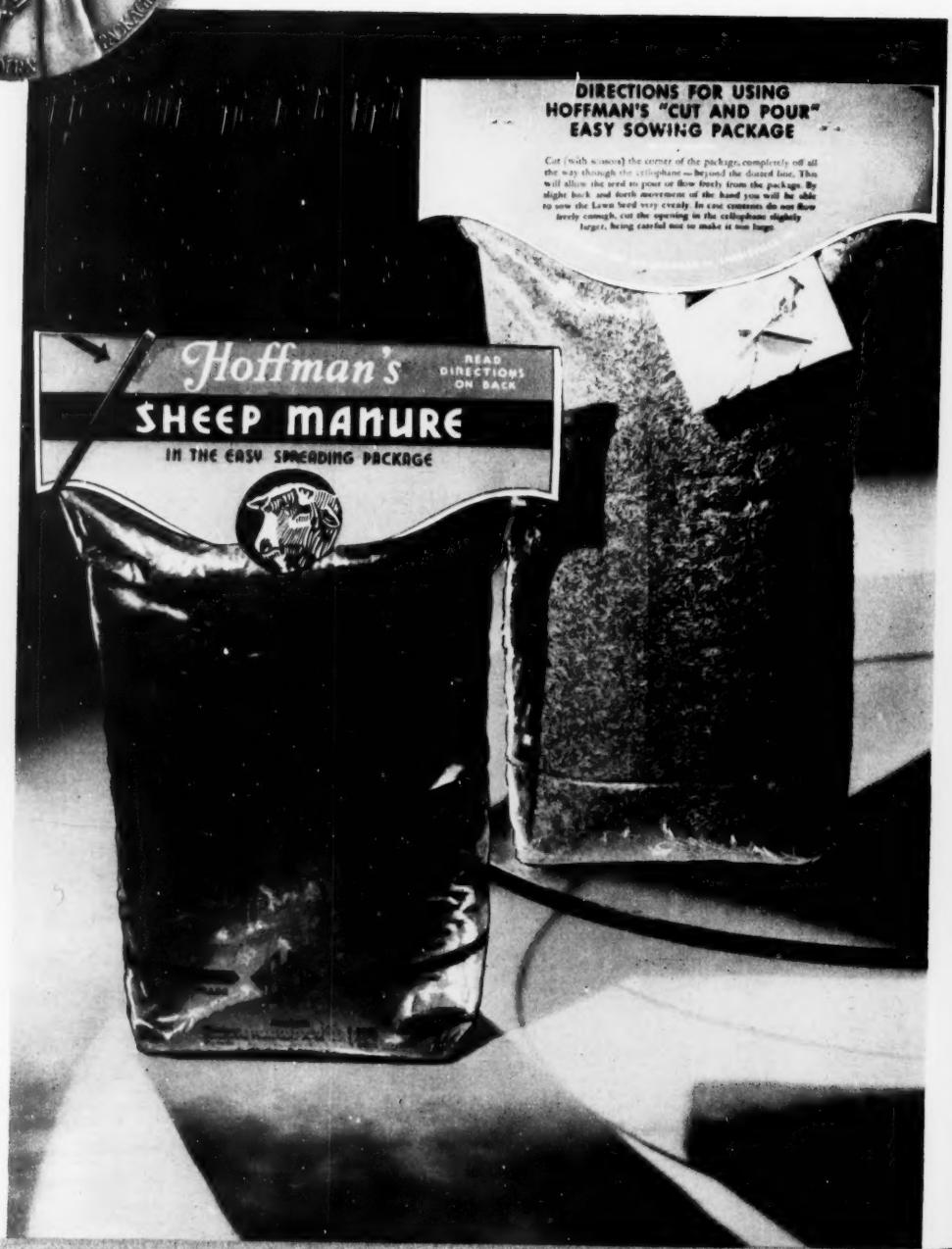






No sinecure this! With painstaking analysis and consideration of every factor, the committee of judges of the 1934 All-America Package Competition made their decisions on January 9, 1935. Here they are at work. Seated, from left to right, are: I. Willard Crull, Katharine Fisher, Lockwood M. Pirie and Vaughn Flannery. Standing, William M. Bristol, Jr. and George R. Webber. The seventh member, W. O. Riordan, absent when the photographer pushed the button, joined the group later. The pages following illustrate the packages awarded the All-America Gold, Silver and Bronze Medals in the respective groups. Photographs by Alfred Cohn.





Gold Medal—Bag and Envelope Group

Company using package: A. H. Hoffman, Inc., Landisville, Pa.

Designer: D. B. Hassinger

Bag: The Dobeckmun Company

Printed tab: Keener Manufacturing Company



Gold Medal—Plastics Group

Company using package: Encyclopaedia Britannica, Chicago, Ill.

Designer: E. H. Powell

Case: Boonton Molding Company

Molding material: Bakelite Corporation





Gold Medal—Closure Group

Company using package: Reid, Murdoch & Company, Chicago, Ill.

Closure: Closure Service Company

Jar: Owens-Illinois Glass Company

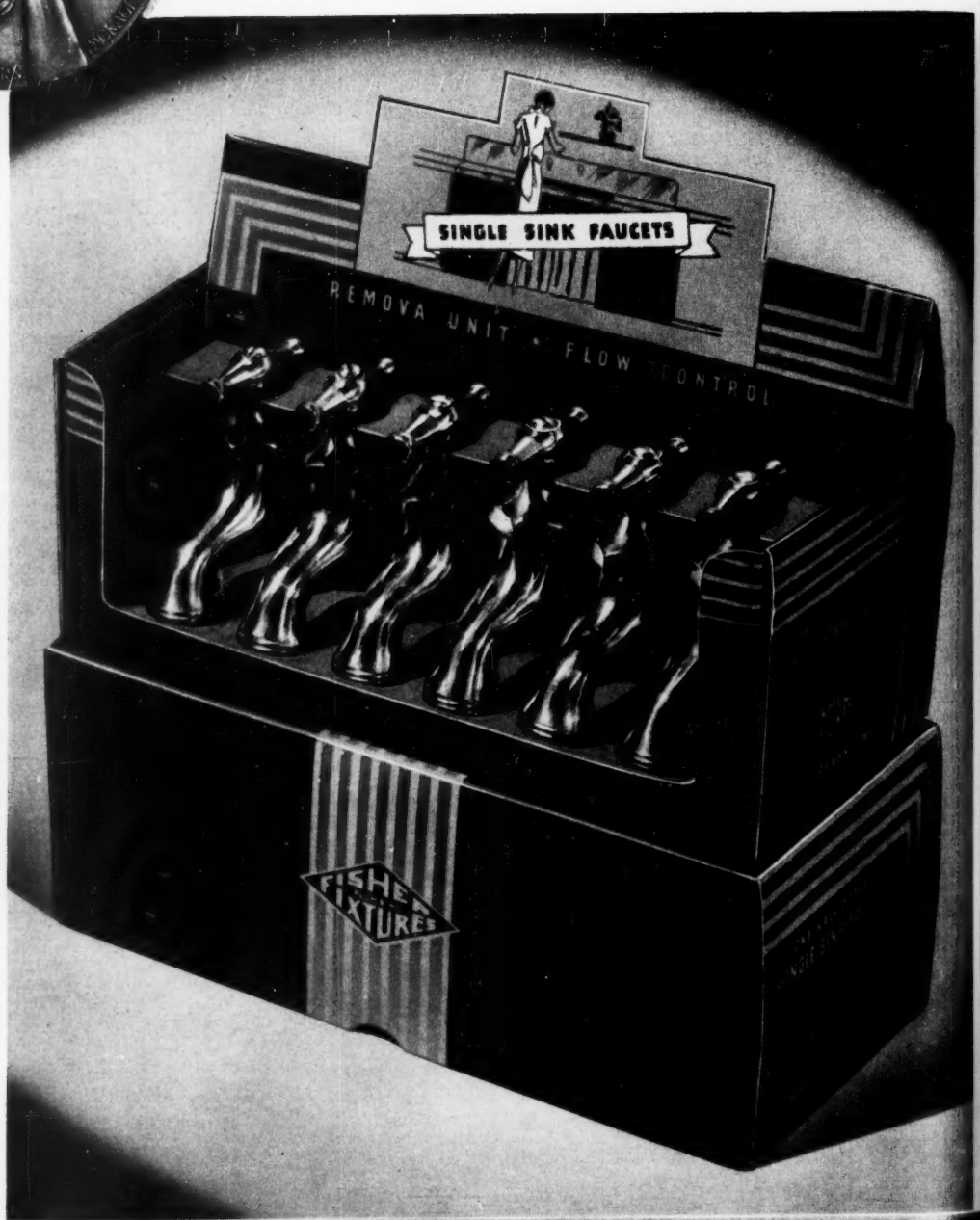
Label: Calvert Lithographing Company



Gold Medal—Glass Container Group

Company using package: Midland Distilleries, Inc., St. Louis, Mo.
Bottle: Owens-Illinois Glass Company
Bonded cork: Armstrong Cork & Insulation Company
Label: Will Ecker & Company
Suction filling equipment: U. S. Bottlers Machinery Co., Inc.
Capping equipment: Potdevin Machine Company
Vacuum filling equipment: Alsop Engineering Corporation





Gold Medal—Display Group

Company using display: Fisher Brass, Inc., Marysville, Ohio

Designer: Lang, Fisher and Kirk, Inc.

Display: Frankenberg Brothers

Paperboard: Container Corporation of America



Medal—Set-Up Paper Box Group

mpany using package: Parfums Charbert, Inc., New York, N. Y.

William Buedingen & Company

r: Louis Dejonge & Company





Gold Medal—Fibre Can Group

Company using package: Chevrolet Motor Company, Detroit, Mich.

Designer: R. V. Wright

Fibre cans: Sefton National Fibre Can Company

Labels: Woodward & Tiernan Printing Company



d Medal—Wrappings Group

pany using package: Pittsburgh Plate Glass Company, Baltimore, Md.

r wraps: West Jersey Paper Company

g: Pittsburgh Plate Glass Company

3

CONTAINERS MADE BY OWENS-ILLINOIS

WIN ALL 3 PRIZES IN GLASS CONTAINER GROUP

1934

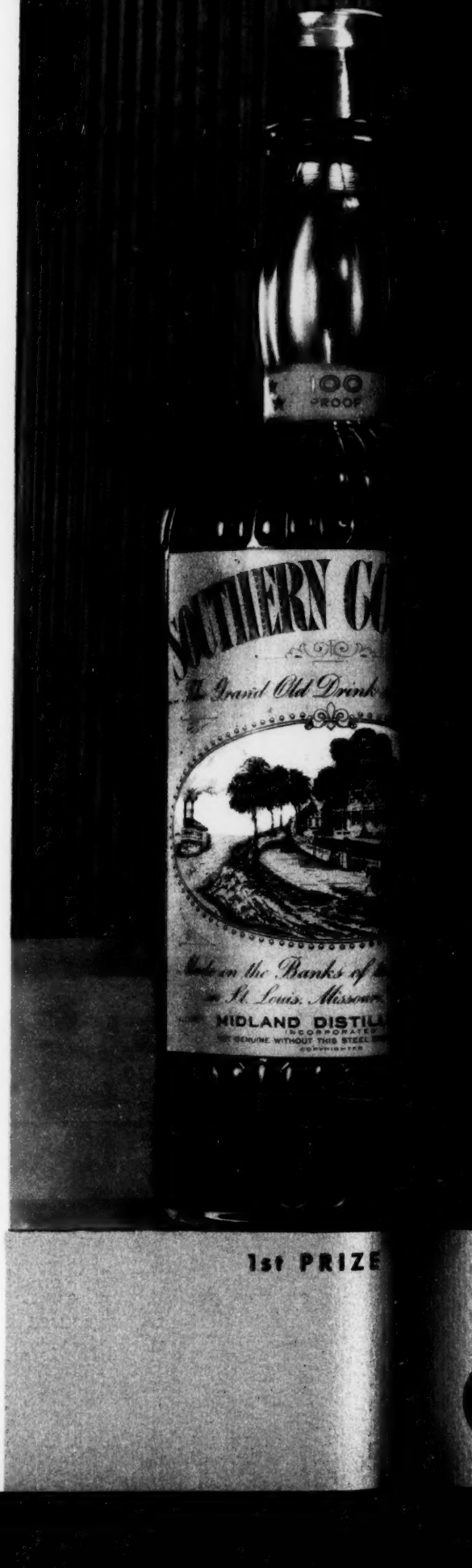
All-America Package Competition



● The satisfactory results to be gained by selecting *Onlzed* Complete Packaging Service are dramatically and convincingly portrayed by Owens-Illinois containers winning the first, second and third prizes in glass containers group of MODERN PACKAGING'S 1934 All America Twelve Competition— the only company to receive all awards in any one group. In the Closure group an Owens-Illinois design— Monarch Coffee jar—also won the first prize.

Design, Quality and Service all contributed to the well merited recognition accorded these outstanding packages. No one of these factors can stand alone. ALL THREE ARE NECESSARY. They are available, through the facilities of this company, to all manufacturers who pack their products in glass . . . Your inquiry is invited. Write to—

OWENS-ILLINOIS GLASS COMPANY, TOLEDO, O.





2nd PRIZE

3rd PRIZE

OWENS-ILLINOIS





Gold Medal—Metal Container Group

Company using package: Penola, Inc., New York, N. Y.

Designer: William J. O'Neil

Metal containers: Continental Can Company, Inc.





Medal—Miscellaneous Group

pany using package: E. & A. Opler, Inc., Chicago, Ill.

pan: American Can Company

U. S. Printing & Lithograph Company

n: Ace Carton Company



Gold Medal—Shipping Container Group

Company using package: Heidelberg Brewing Company, Covington, Ky.

Bliss-Gaylord box: Robert Gaylord, Inc.

Equipment supplier: Dexter Folder Company



Gold Medal—Seals and Labels Group

Company using package: W. P. Fuller & Company, San Francisco, Calif.

Designer: McCann-Erickson, Inc.

Labels: W. P. Fuller & Company

Cans: American Can Company





Gold Medal—Carton Group

Company using package: The Greiner Thermometer Company, New York

Designer: Leopold E. Greiner, Jr.

Carton: Wilkata Folding Box Company

Boxboard: Lowe Paper Company





Gold Medal—Collapsible Tube Group

Company using package: Luxor, Ltd., Chicago, Ill.

Collapsible tube: A. H. Wirz, Inc.

Molded closure: Colt's Patent Fire Arms Manufacturing Company

Carton: Chicago Carton Company



Gold Medal—Transparent Pack Group

Company using package: American Chicle Company, Long Island City, N. Y.

Designer: Clarence Cole

Printed cellulose wraps: Forbes Lithograph Manufacturing Company

Wrap material: Sylvania Industrial Corporation

Transparent display container: Forbes Lithograph Manufacturing Company

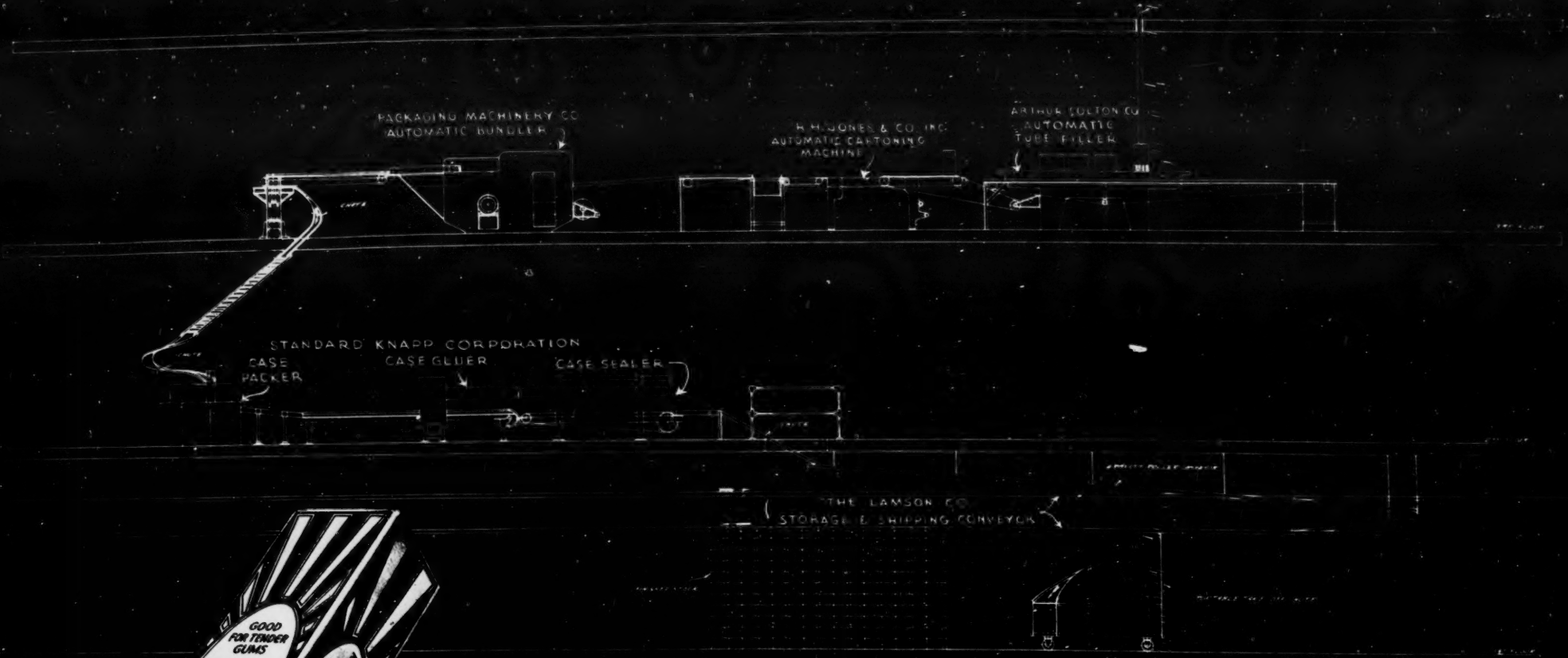
Transparent display material: Celluloid Corporation

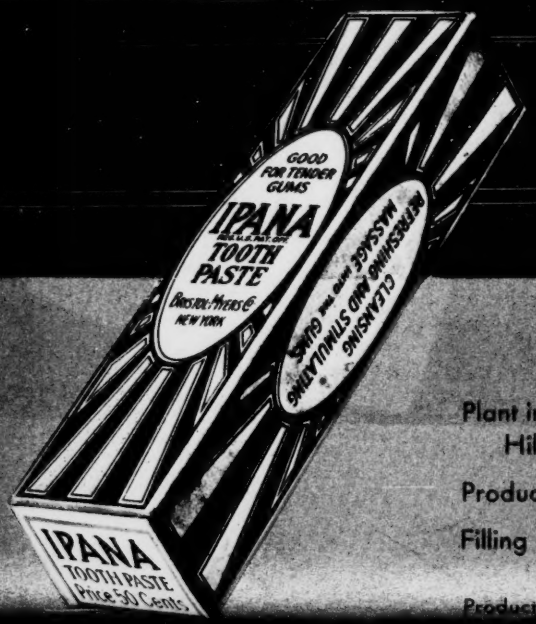




Gold Medal—Family Group

Company using packages: Ruxton Products, Inc., Cincinnati, Ohio
Designer: George L. Welp
Labels: A. H. Pugh Print Company
Poster color jars: Hart Glass Company
Other glassware: Hazel-Atlas Glass Company
Rubber closures: Tyer Rubber Company
Cartons: The C. W. Zumbiel Company
Set-up boxes: The C. W. Zumbiel Company
Stamp pad cans: Phoenix Metal Cap Company
Closures: Colt's Patent Fire Arms Mfg. Company and Mundet Cork Corporation
Collapsible tubes: New England Collapsible Tube Company
Metal ribbon cans: J. L. Clark Manufacturing Company





Gold Medal—Machinery and Equipment Group

Plant installation: Bristol-Myers Company, Hillside, N. J.

Product: Ipana Tooth Paste

Filling machine: Arthur Colton Company

Cartoning machine: R. A. Jones & Company

Bundling machine: Package Machinery Company

Case sealer: Standard-Knapp Corporation

Conveyors: The Lamson Company, Inc.

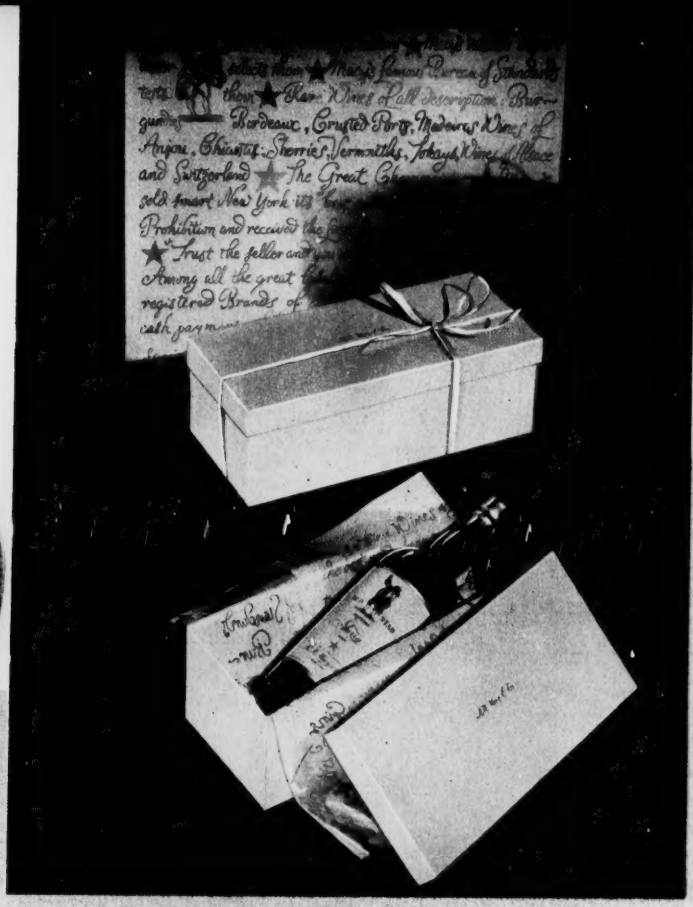
Production line runs at a speed of 220 tubes per minute—a possible production of 91 gross of tubes per hour;




Production line runs at a speed of 220 tubes per minute—a possible production of 91 gross of tubes per hour;
ATTAIN
SUCCESS







Silver Medal—Wrappings Group

Company using package: R. H. Macy & Company, New York, N. Y.

Designer: Chicago Printed String Company

Ties: Chicago Printed String Company

Tissue wrap: Capitol Paper Products

Silver Medal—Carton Group

Company using package: Post Road Fruit Farm, Castleton-on-Hudson, N. Y.

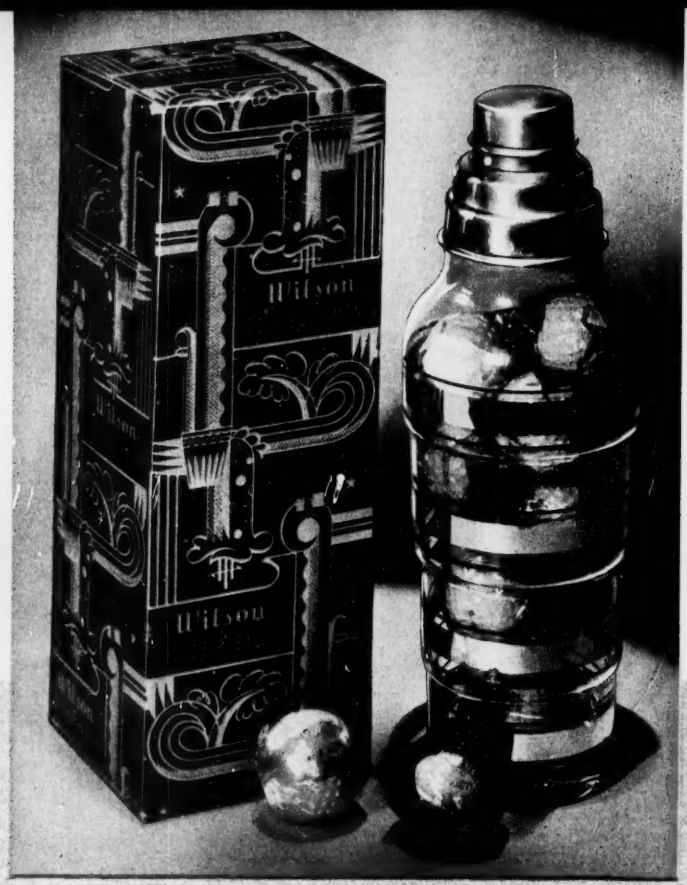
Carton: Fort Orange Paper Company

Glass: Capstan Glass Company

Closure: Anchor Cap & Closure Corporation







Silver Medal—Miscellaneous Group

Company using package: Wilson-Western Sporting Goods Company, Chicago, Ill.

Designer: James Cady Ewell

Glass shaker: Federal Glass Company

Carton: Ace Carton Company

Metal seals: The Tablet & Ticket Company

Silver Medal—Plastics Group

Company using package: Hickok Manufacturing Company, Rochester, N. Y.

Designer: Hickok Manufacturing Company

Case: Auburn Button Works, Inc.

Molding material: Bakelite Corporation





Silver Medal—Collapsible Tube Group
Company using package: Colgate-Palmolive-Peet Company, Jersey City, N. J.
Designer: Simon deVaulchier
Collapsible tube: A. H. Wirz, Inc.
Molded closure: Colt's Patent Fire Arms Manufacturing Company
Closure resin: General Plastics, Inc.
Carton: National Folding Box Company
Filling machine: Arthur Colton Company
Cartoning machine: R. A. Jones & Company

Silver Medal—Metal Container Group
Company using package: Thomas J. Lipton, Inc., Hoboken, N. J.
Designer: Thomas J. Lipton, Inc.
Metal container: Tin Decorating Company of Baltimore
Holiday wrapping: Shellmar Products Company
Filling machine: Pneumatic Scale Corporation, Ltd.
Wrapping machine: Miller Wrapping & Sealing Machine Company





Silver Medal—Closure Group

Company using package: Oakhurst Dairy Company, Bath, Maine

Cap: American Seal-Kap Corporation

Bottle: Thatcher Manufacturing Company



Silver Medal—Seal and Label Group

Company using package: Union Distilleries Company, Detroit, Mich.

Designer: Thad Sheerin

Label: Shellmar Products Company

Bottle: Capstan Glass Company

Closure: Guardian Safety Seal Company

Silver Medal—Display Group

Company using display—Browne-Vintners Company, Inc., New York, N. Y.

Designer: Einson-Freeman Company, Inc.

Display: Einson-Freeman Company, Inc.





Silver Medal—Transparent Pack Group

Company using package: Pioneer Suspender Company, Philadelphia, Pa.

Designer: H. A. Peter

Container: See-Thru Container Corporation

Printing: Shellmar Products Company

Container material: Celluloid Corporation

Silver Medal—Fibre Can Group

Company using package: Millbrook Products Company, Boston, Mass.

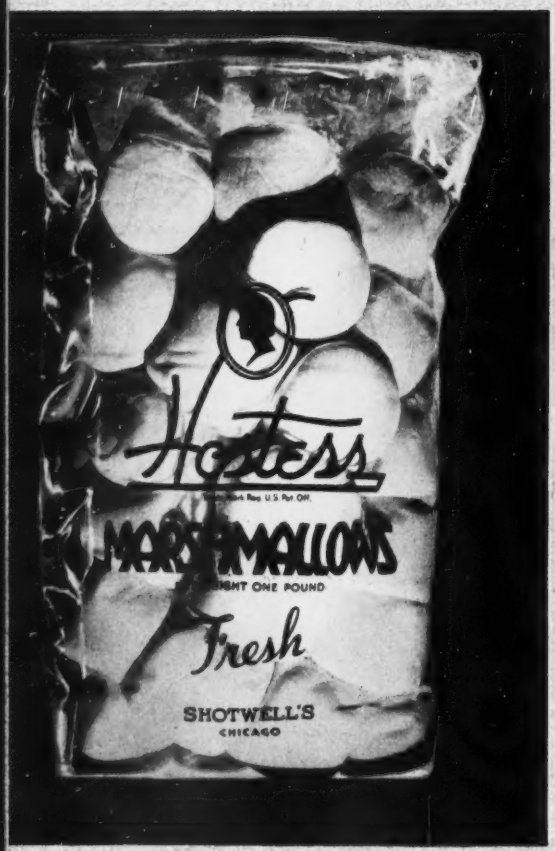
Label: Cambridge Paper Box Company

Can: American Can Company

Filling equipment: National Packaging Machinery Company









Silver Medal—Shipping Container Group

Company using package: American Cyanamid Company, New York, N. Y.

Designer: R. W. Lahey

Bag: Bagpak, Inc.

Filling and sealing equipment: Consolidated Packaging Machinery Company

Silver Medal—Bag and Envelope Group

Company using package: The Shotwell Manufacturing Company, Chicago, Ill.

Designer: J. P. Garrow

Bags: Shellmar Products Company and The Dobeckmun Company

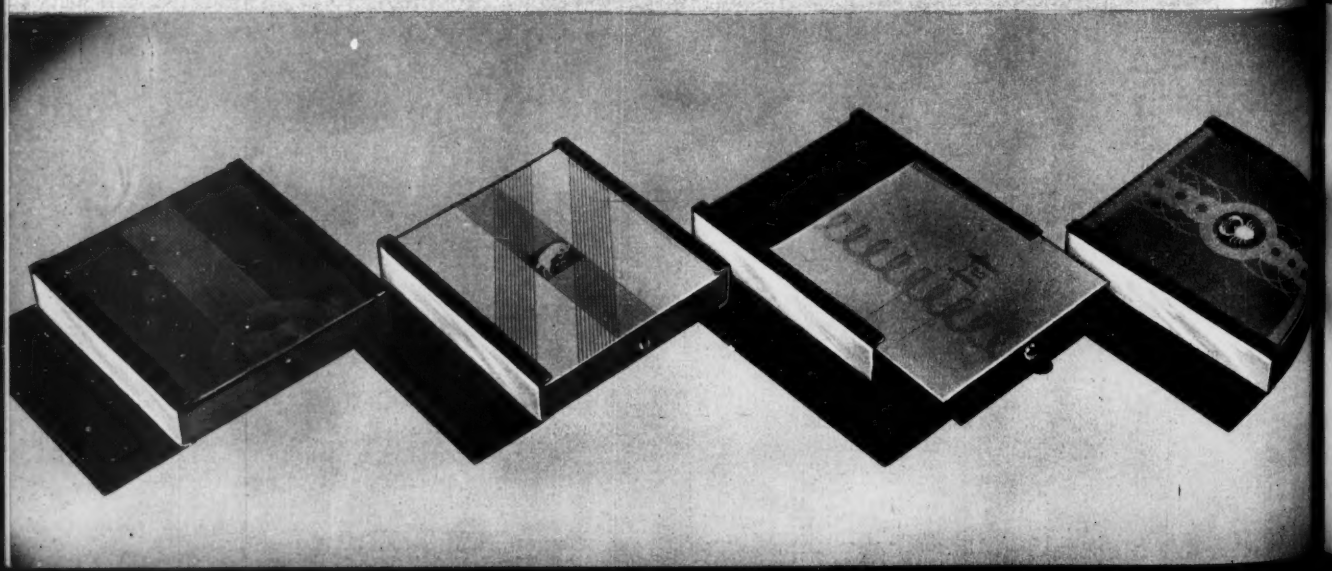
Sealing machine: Miller Wrapping & Sealing Machine Company

Silver Medal—Set-up Paper Box Group

Company using package: Holeproof Ho Company, Milwaukee, Wis.

Designer: Paul Ressinger

Box: W. C. Ritchie & Company





Silver Medal—Glass Container Group

Company using package: Hoffman Beverage Company

Designer: Thomas D'Addario

Bottle: Owens-Illinois Glass Company

Foil: Reynolds Metals Company, Inc.

Filling and labeling machine: Liquid Carbonic Corporation

Capping machine: Crown Cork & Seal Company



Silver Medal—Family Group

Company using packages: E. I. DuPont de Nemours Company, Wilmington, Del.

Designer: Arthur S. Allen

Cans: American Can Company

Collapsible tube: Bond Manufacturing Company

Carton: Brown & Bailey Company







Silver Medal—Machinery and Equipment Group

Plant Installation: Kirkman & Sons, Inc., Brooklyn, N. Y.

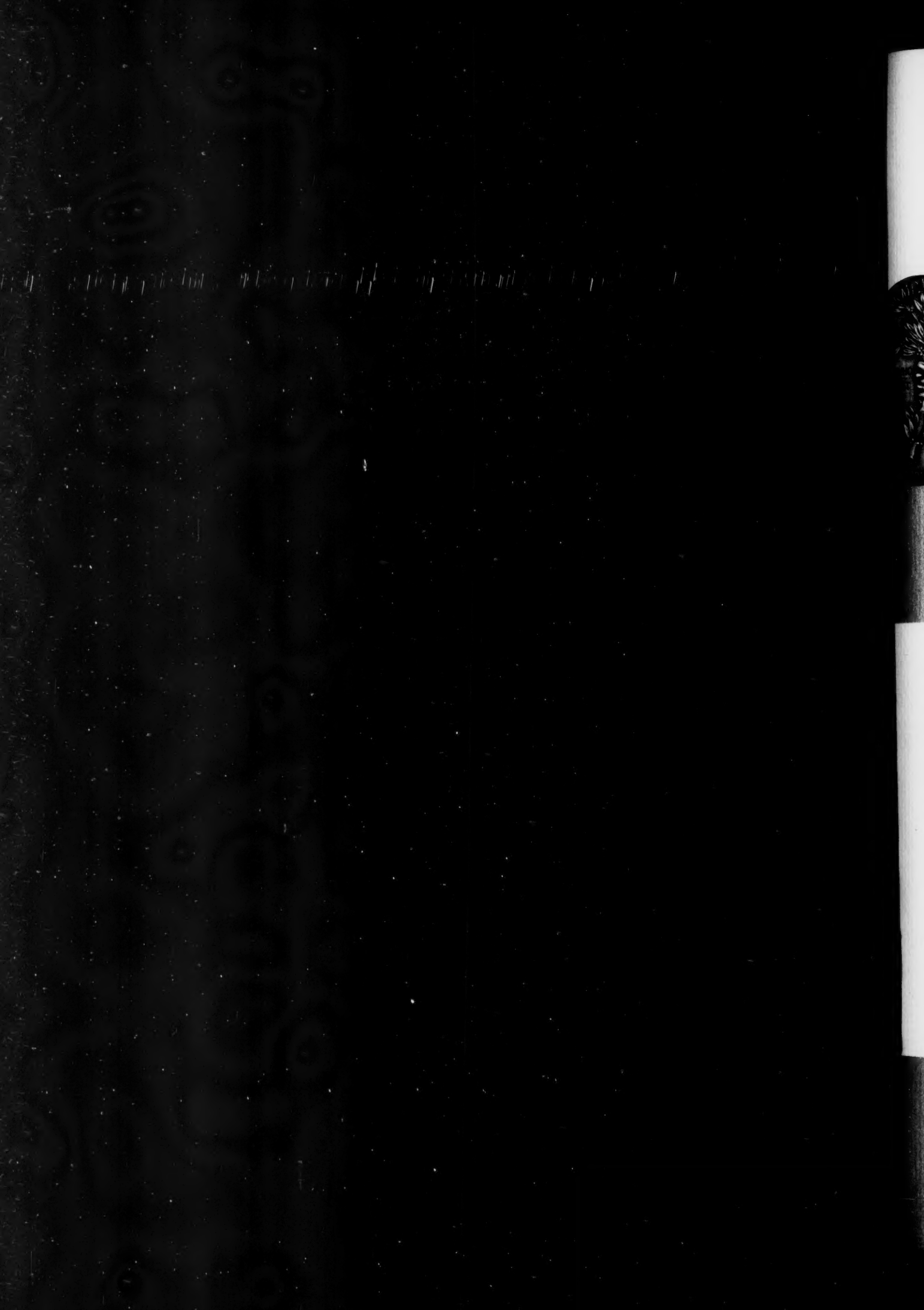
Product: Kirkman's Borax Soap

Special machinery: Standard-Knapp Corporation

Wrapping Machines: Package Machinery Company

Each of the six wrapping machines delivers 115 cakes of soap per minute to main conveying belt—
600 cakes per minute or 6.9 cases. Two operators inspect wrapped packages. Wrapped soap bars

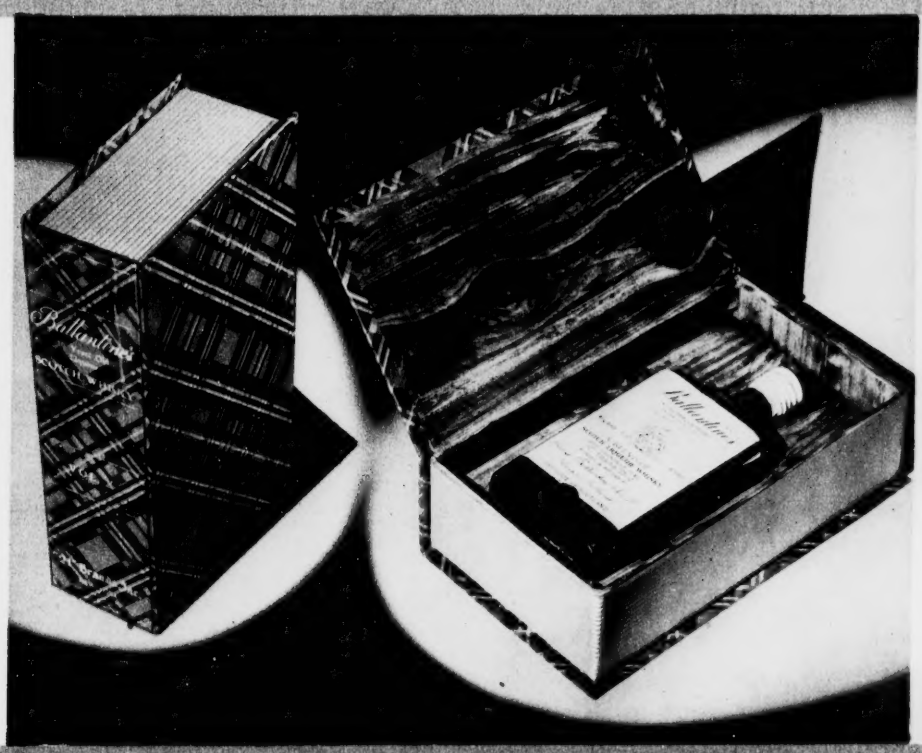
Each of the six wrapping machines delivers 115 cakes of soap per minute to main conveying belt—
600 cakes per minute or 4.2 cases. Two operators inspect wrapped packages. Wrapped soap bars





Bronze Medal—Collapsible Tube Group

Company using package: Parke, Davis & Company, Detroit, Mich.
Designer: George H. Gift
Collapsible tubes: White Metal Manufacturing Company (shaving cream) and J. S. Turner White Metal Manufacturing Company (dental cream)
Molded closure: Armstrong Cork & Insulation Company Closure resin: General Plastics, Inc.
Carton: Parke, Davis & Company Cartoning machine: R. A. Jones & Company
Filling machine: Weimann Bros. Manufacturing Company



Bronze Medal—Set-Up Paper Box Group

Company using package: "21" Brands, Inc., New York, N. Y.
Designer: G. A. Bisler, Inc.
Box: G. A. Bisler, Inc.
Liner paper: Charles W. Williams Company
Cover paper: Trautman, Bailey & Blampey





Bronze Medal—Seal and Label Group

Company using package: Distillers Brands, Inc., Cincinnati, Ohio

Designer: D'Aragon Advertising Agency

Label: Cameo Die Cutting & Engraving Company

Bottle: General Glass Company

Molded closure: Colt's Patent Fire Arms Manufacturing Company

Labeling machine: Economic Machinery Company

Sealing machine: Elgin Manufacturing Company

Bronze Medal—Transparent Pack Group

Company using package: Guggenhime & Company, San Francisco, Calif.

Designer: Thad Sheerin

Printed wraps: Shellmar Products Company

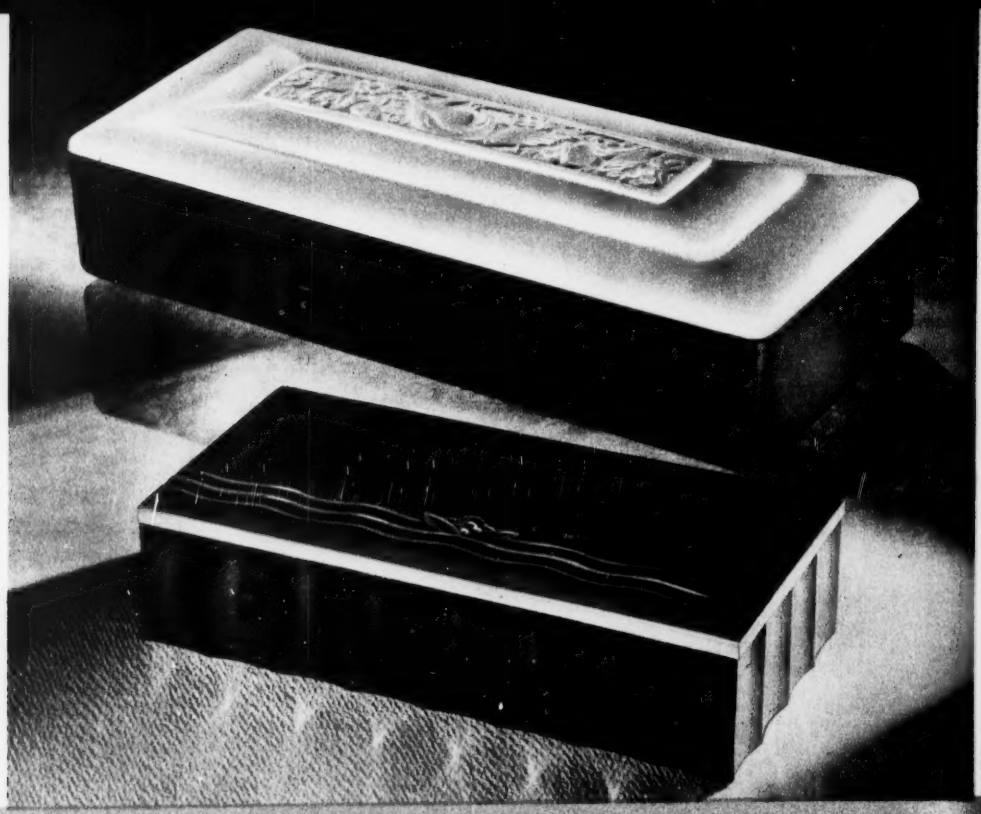
Wrapping machine: Miller Wrapping & Sealing Machine Company



Bronze Medal—Shipping Container Group
Company using package: Bendix Products Corporation, South Bend, Ind.
Designer: M. M. Cunningham
Container: Eddy Paper Company
Sealing equipment: J. L. Morrison Company

Bronze Medal—Glass Container Group
Company using package: The Borden Sales Company, Inc., New York City
Designers: Vaughn Flannery and Louis Koster
Bottle: Owens-Illinois Glass Company Closure: Aluminum Seal Company
Carton: Illinois Carton and Label Company Outserts: Outserts, Inc.





Bronze Medal—Plastics Group

Company using package: Oneida Community, Ltd., Oneida, N. Y.
Designer: Oneida Community, Ltd.
Cases: Diemolding Corporation
Molding material: General Plastics, Inc., and Toledo Synthetic Products, Inc.

Bronze Medal—Family Group

Company using packages: The Borden Sales Company, Inc., N. Y. C.
Designers: Vaughn Flannery and Louis Koster
Labels: U. S. Printing & Lithograph Company
Foil wrappers: Johnston Tin Foil and Metal Company
Fibre containers: The Canister Company
Glassine envelopes: U. S. Envelope Company
Display cartons: Fort Orange Paper Company
Parchment wrappers: Paterson Parchment Paper Company
Printed wrappers: U. S. Printing & Lithograph Company
Glasses: General Glass Company
Closures: Aluminum Company of America







Bronze Medal—Bag and Envelope Group
Company using package: American Pop Corn Company, Sioux City, Iowa
Bags: The Dobeckmun Company

Bronze Medal—Fibre Can Group
Company using package: Schiff-Lang Corporation, Los Angeles, Calif.
Designers: Lorene M. Nash and Leonard Arthur Wheeler
Cans: Gates Paper Company
Metal spout: American Aluminum Ware Company
Labels: Olympic Press





Bronze Medal—Wrappings Group
Company using package: A. P. W. Paper Company, Albany, N. Y.
Designer: Egmont Arens
Printed wrapper: A. P. W. Paper Company





Bronze Medal—Display Group

Company using display: Burgess Battery Company, Freeport, Ill.

Display: Washburn Company

Bronze Medal—Metal Container Group

Company using package: Lehn & Fink, Inc., Bloomfield, N. J.

Designer: J. Cross

Metal container: Continental Can Company, Inc.

Closure: Ralph W. Wilson Company, Inc.

Filling machine: F. J. Stokes Machine Company

Bronze Medal—Carton Group

Company using package: Milton Bradley Company, Springfield, Mass.

Designer: R. A. Woodfall

Carton: Atlantic Carton Corporation





Bronze Medal—Closure Group

Company using package: The Pyramid Rubber Company, Ravenna, Ohio

Bottle: Owens-Illinois Glass Company

Carton: Brooks & Porter, Inc.

Molded closure: General Industries Company

Display: Brooks & Porter, Inc.

Bronze Medal—Miscellaneous Group

Company using package: L. M. Brock & Company, Lynn, Mass.

Designer: E. L. Mosher

Puffer tube: Lusteroid Container Company, Inc.









Bronze Medal—Machinery and Equipment Group

Plant installation: General Mills, Inc., South Chicago, Ill.

Product: Bisquick

All packaging equipment: Pneumatic Scale Corporation, Ltd.

Case sealer: Standard-Knapp Corporation

Straight line production as done at this plant results in a triple sealed package for Bisquick. Operations include forming, bottom sealing and lining of carton shells; filling and top sealing of carton shells (top flaps interleaved with top portion of inner liner); tight wrapping of cartons and packing them, automatically, in shipping cases.





FIFTH PACKAGING EXPOSITION AND CONFERENCE

"OK, CHICAGO—Take it away!" Well, the news didn't come over the radio quite that way, but since the announcement that the Fifth Packaging Exposition and Conference was scheduled for the Windy City, plans have been in the making for a representative attendance and a "bigger and better" convention. The American Management Association, sponsor of these annual expositions and conferences, has given untiring efforts to its promotion and, from all indications, it can be expected that the "return engagement"—for Chicago was the scene of the second conference, held in 1931—will mark further progress in the service which these gatherings give to the packaging industry.

Here, again, is another opportunity for manufacturers of packaged products to learn, first hand, the experience of their fellows; to view the "tools" by means of which packages are created and assembled, and to study merchandising methods in which the package plays so important a part. Add to these advantages the value of the occasion as a means of furthering contacts among concerns and individuals of mutual interests, and there should be sufficient argument to justify the expense required.

But by this time the decision to go or not to go has been made by most of our readers. The out-of-towners have completed arrangements for their stay in Chicago and the anticipation of attendance is making way for realization. As some of the issues of this number of MODERN PACKAGING reach their far-flung destination, the meetings will already be in session. To such readers as may be unfamiliar with previous announcements we repeat:

The Time: March 5 to 8, inclusive.
The Place: Palmer House, Chicago, Ill.

A résumé of the program events: Opening and Progress Day, March 5; Marketing Day, March 6; Production Day, March 7; Materials Day, March 8; Annual Banquet, March 5 (evening); "Then and Now"—a pageant of packaging development, March 6, 2:00 P.M.; Packing and Shipping Conference and Clinic, March 7, 1:45 P.M.; Fifth Packaging Clinic, 2:00 P.M. The Packaging Exposition is open each day from 12 noon until 10:00 P.M.

The official program, as released by the American Management Association, is as follows:

Tuesday, March 5, 9:50 A.M.

Keynote Address: Irwin D. Wolf, chairman; secretary, Kaufmann Department Stores, and vice-president, American Management Association in charge of Packaging Exposition and Conference.

Progress in Merchandising Research: Egmont Arens, director, Industrial Styling Division, Calkins & Holden.

A New-Old Industry Looks at Packaging: William Guyer, sales promotion manager, Seagram Distillers Corporation.

Effects of Grading on Packaging: Speaker to be announced.

Progress in Package Testing: O. M. Forkert, The Cuneo Press.

Summary of Progress Day Program: D. E. A. Charlton, editor, MODERN PACKAGING.

Discussion.

At the Annual Banquet, held Tuesday evening in the Grand Ball Room of the Palmer House, W. J. Donald, managing director of the National Electrical Manufacturers Association, and vice-president in charge of Conferences and Program for the American Management Association, will preside. Other speakers will include Gilbert Farrar, L. R. Boulware and Irwin D. Wolf, the latter making the presentation of the Wolf Award.

Wednesday, March 6, 10:00 A.M.

Keynote Address: L. R. Boulware, chairman; general sales manager, Easy Washing Machine Corporation, and vice-president, American Management Association in charge of Consumer Marketing.

Before Designing the New Package: C. B. Larrabee, managing editor, *Printers Ink*.

The Modern Package as a Food Sales Factor: Paul S. Willis, president, Associated Grocery Manufacturers of America.

The Consumer as a Package Designer: Leo Nejelski, advertising manager, Swift & Co.

Typography and the Package: Gilbert Farrar, typographic counsellor, American Type Founders Corporation, director of typography, Conde Nast Publications.

Packaging Applied to Motor Car Parts: R. V. Wright, Chevrolet Motor Company.

Summary of Marketing Day Program: Speaker to be announced.

Wednesday, March 6, 2:00 P.M.

"Then and Now" Symposium: Arthur S. Allen, chairman. Committee: Joseph Givner, Sears Roebuck & Company; Paul Ressinger, designer; Philip Ruxton, International Printing Ink Corporation; Joseph Sinel, designer; Allan Brown, Bakelite Corporation; Simon de Vaulchier, designer.

This program feature will take the form of an interesting pageant of past and present in packaging, dramatizing the old and the new. Many of them enlarged to heroic size, notable examples of present-day packaging will be exhibited against a background of noted pioneers in packaging history.

(*Continued on page 197*)



"JUDGE NOT, LEST YE BE JUDGED"

HOW good is anybody's guess? To be specific, how good was the guess of the judges of the 1933 All-America Package Competition? They selected, out of 884 entries (approximately fifteen hundred packages), twelve which were acclaimed as winners, each in its respective group. All of these packages have had at least a minimum of twelve months in which to prove their sales ability—to win their spurs as successful packages. The extent to which they have functioned in that direction can now be measured. Some have hung up an enviable record; others have not—let's be frank about it—come up to expectation.

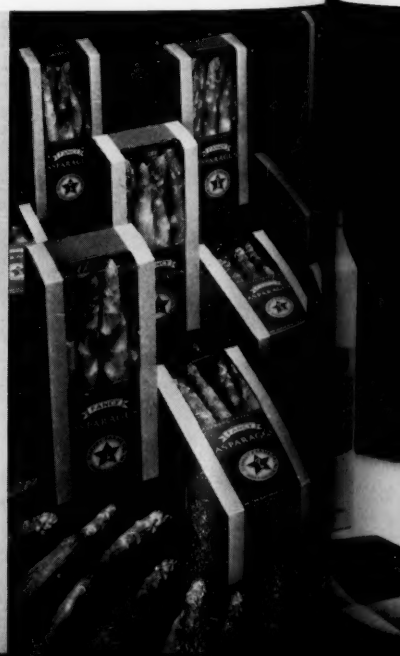
Following its custom of annual inventory, MODERN PACKAGING again "spotlights" the All-America winners of the previous year. Here they are, each illustrated and described as to their respective performance. This time *you are the judge*—how do they check with your own appraisal?

THE best argument in favor of the better packaging we can advance is the fact that in 1933 we sold 8355 packages of our Copper and Brass Cleaner as against 13,559 packages in 1934, which is a big increase. We feel that a large part of this increase was due directly to the smart and outstanding package. Everywhere the package has been displayed it has elicited a great deal of comment.

In a nut shell, there is no escaping the fact that our package design was responsible for the increased sales of our cleaner during 1934.—J. J. Liston, Rome Manufacturing Company, Division, Revere Copper and Brass, Incorporated.







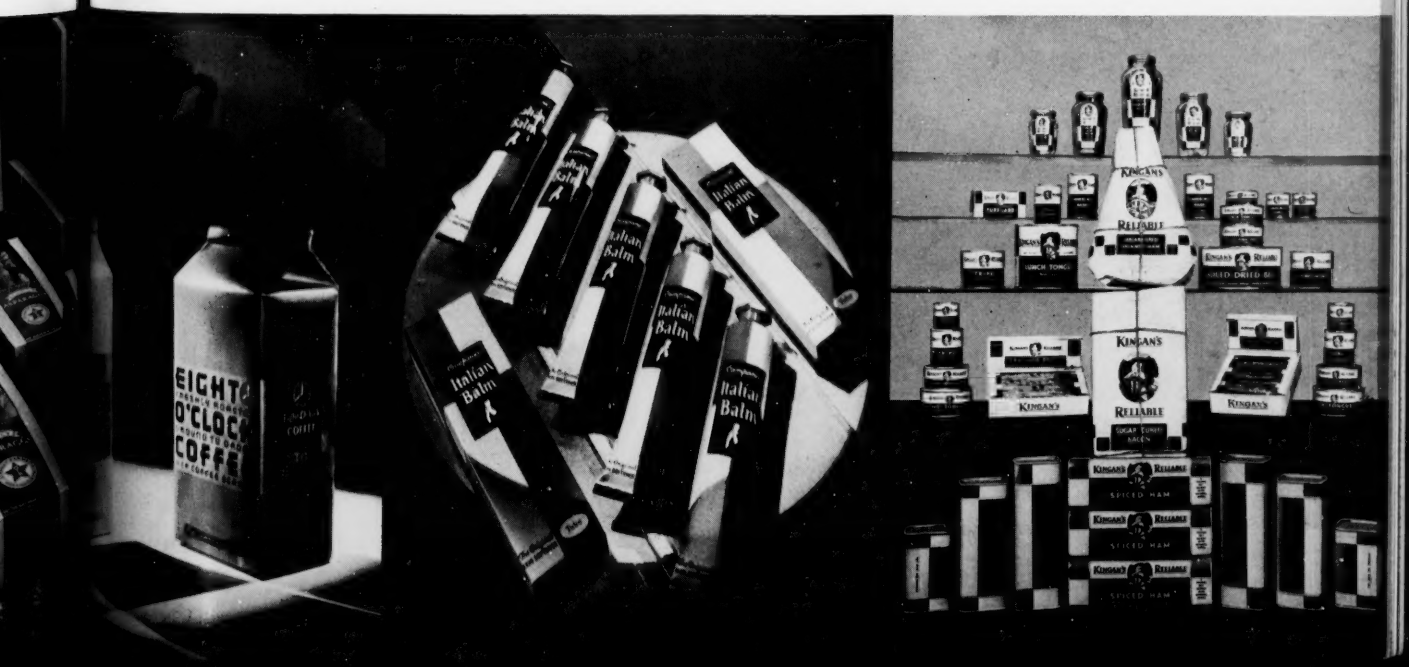


THE Fleischmann's Irradiated Dry Yeast for Dogs package, which won first prize in its class last year, has received favorable comments from dealers in all parts of the country for its convenience and attractive design. This food supplement is gaining wide distribution, not only because of its attractive package but also because its merits as a conditioner for dogs are being widely recognized. The product has during the past year proved its worth conclusively as a "builder-upper" by improving the coats, bones and teeth, and keeping kennels free of rickets. Owners of one dog and owners of hundreds of dogs have written enthusiastic letters to the Fleischmann headquarters during the past year, telling of the improvement its use has brought about in the condition of champions and of pets.—F. W. NUERNBERG, Standard Brands, Inc.

REGARDING our No. 231 Brush Display, which was one of the cup winners in the 1933 All-America Package Competition, it is a pleasure to advise you that our sales of this display have more than doubled our original expectations. It has been 16 months since we placed this brush display on the market, but for the third time, we are confronted with the necessity of making an additional commitment for the No. 231 display cartons. We feel that this record of sales is decidedly a tribute to the consumer sales appeal of the display

We have shipped the No. 231 Brush Display to 16 foreign nations, and had received complimentary letters about it before those customers were aware that the display had received an award in the 1933 All-America Package Competition.—J. R. Hutchison, Brush Division, The Sherwin-Williams Company.

LAST year our zinc die cast boxes won a first award in your "All-America Package Competition." It is only natural that you should (*Continued on page 199*)



THE MATERIALS OF PACKAGING

No. 5. Aluminum Caps and Seals

This is the fifth of a series of articles planned to better acquaint the user of packaging materials with the processes by which they are produced and with the factors that enter into their specification and purchase. Previous articles have treated on Glazed and Fancy Papers, Glass Containers, Folding Cartons, and Aluminum Foil.

The widening scope of usefulness for aluminum in the packaging industry has brought up many questions regarding the application of this metal. Like other packaging materials, aluminum possesses certain advantages as well as limitations. It is our purpose in the following discussion to point out these features so that the packager will have a better understanding of the metal and how it may serve him.

In last month's chapter of our story on aluminum as a packaging material, we traced the steps by which the ore, bauxite, is converted into aluminum. We watched the pigs become ingot, ingot become sheet, and sheet, foil. This month we cover another interesting phase of aluminum activities—caps and seals.

ALUMINUM closures are produced at a rate of approximately two million a day for use in a variety of fields, including food, drugs, liquor, petroleum and cosmetics. Non-rusting and non-toxic, attractive in appearance and comparatively low in cost, they constitute one of aluminum's most important contributions that has been made to the packaging industry.

The processes which transform aluminum into caps and seals are similar in many respects to the methods used to produce closures of other metals. The aluminum comes to the seal mill as strip sheet. Here it is sheared and cleaned, then given a base coat of either lacquer or enamel. Lithographing is next, after which the sheets are slit into convenient strips and run through presses which punch out the rough closures. Edges are rolled, adhesive and liner inserted, and the closure is ready for the bottle.

But it is not as simple as it sounds. For caps and seals vary in accordance with their intended use, and the well dressed bottle wears a closure that looks and acts the part. Naturally, all this tends to complicate the work of the manufacturer who must design his caps and seals to meet contemporary needs.

The problem of color is highly important in all closures. This is accomplished early in the manufacture of aluminum seals by applying a coating of lacquer or enamel to the sheet prior to lithographing. The choice of finish is a matter of individual requirements. Where solid colors are needed, enamel is used. The range of shades is practically limitless. Where a semi-transparent coating with a metallic luster is desired, a lacquer is applied. Both lacquer and enamel provide excellent bases for lithographing.

It is necessary to dry the colored sheets. This is done by sending them, stacked in vertical racks, slowly through a drying oven which bakes the finish hard. Emerging at the other end of the oven, the sheets are piled ready for lithographing or slitting, or blanking in the case of plain closures. At the lithographers, the printed outline of the closure is impressed on the colored sheet. Each section of sheet may carry as many as 150 or more seal outlines ready to be stamped.

Slitting is next. Each sheet is run through rolls set with multiple knives which cut the sheet into strips suitable for blanking. The distance between knives is necessarily adjusted to a mi-



Enameled or lacquered aluminum sheets are sent through a drying oven which bakes the finish to the desired hardness

nute fraction of an inch so that subsequent operations will match up with the lithographed pattern. An automatic press takes the strips of metal, stamps out the seals indicated by the lithographed patterns and kicks out the scrap sections at the end. The closures at this point are in rough finished form. Practically all aluminum closures are brought to this point in their manufacture by substantially the same processes. From here, however, each style cap requires its own particular manufacturing technique.

In general, aluminum closures fall into two broad classifications—those with threaded skirts and those without. In the former class come all manner of screw caps, including both ready-made and those threaded onto the bottle at the customer's plant. In the latter class are the skirted caps which are applied to a container by rolling the bottom of the cap under a shoulder in the glass, as well as foil seals and capsules used for milk bottles, wine bottles and various other food containers.

In the manufacture of the rolled-on type of closure, the rough caps pass from the automatic press to an assembly unit which inserts the component parts, secures them to the cap and drops the closures on to trays for inspection. They are then packed and shipped to the plant of the customer where each cap is rolled to an individual bottle top, thereby insuring a perfect fit for the closure.

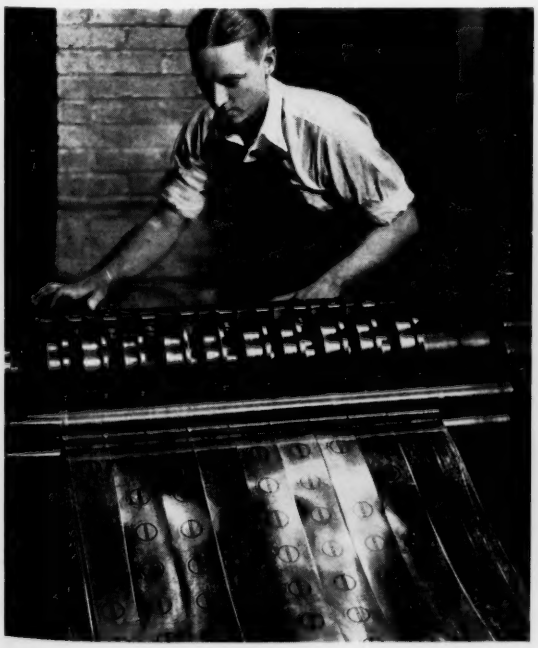
Procedure for ready-made caps is essentially the same as for rolled-on caps, except (*Continued on page 150*)

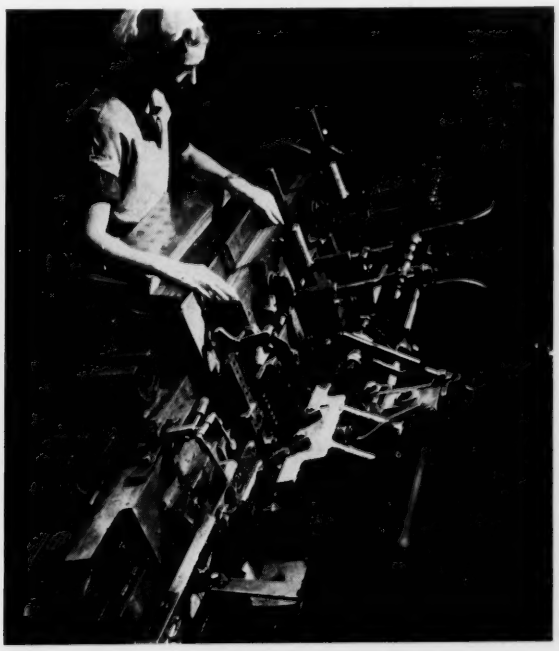


Above: At the lithographers, the lacquered sheet is appropriately printed with the design of the seal

Left, below: Steel knives slit the lithographed sheet to appropriate widths for stamping

Right, below: The sections are placed in an automatic press which lifts the sheet into place, stamps out the seals and kicks out the scrap





Editorially speaking ★ ★

THE 1934 ALL-AMERICA

COMMENT, editorial and otherwise, on the 1934 Competition is to be found elsewhere in this issue. It seems scarcely necessary to say more, but we cannot refrain from again expressing our appreciation to those who made possible the exhibits which were entered. The rounding-up of over six thousand packages is a splendid commentary on the interest of the packaging industry in the progressive work which it is doing. (We were almost going to say that there never had been such a showing of packages before, but visitors at the recent National Canners' Association convention would take exception—one exhibitor showed a group of about eight thousand! But we still think the 1934 All-America is a high mark for a diversity of packages.)

An increase of entries of 42 per cent over the previous competition—not a bad showing as expressive of the manufacturers' willingness to admit that there is something worth while about this packaging business!

VIA THE RADIO

WE'VE commented now and then on the increasing practice among manufacturers of packaged products of using the radio to broadcast package revisions or other information pertaining to consumer recognition of their containers. It's natural enough as a tie-in with their other advertising, and a particularly wise stroke as a means of identifying the quality, utility or convenience dissertation delivered by the gentleman at the microphone. We venture the statement that when television attains its commercial popularity, we can expect a constant panorama of packages.

Progressively we are seeing the package entering into every phase of promotional activity that has to do with the merchandising of consumer products. And, so long as this continues—so long as the package remains the intimate point of contact at the point of sale and during the utility of the product—the manufacturer will find it an advantage to secure the most effective package for his merchandise.

CONCERNING AMATEURS

RECENTLY we read a piece, "Hypocrites," written by James M. Cain. It was mainly about amateur painters and their seeming penchant for public exhibitions of their "daubings." Why worry about them? had asked a correspondent, they are "at least fairly harmless." So Mr. Cain replies:

"They are harmless to life limb and property, but a menace to the higher achievements of which life, limb and property are the agential premises. In addition to this, they are infuriating; and since they perform publicly, and thus create privilege, they are legitimate targets for abuse.

"The trouble with them, whether they paint, etch, sing, act, write or cook is that they are hypocrites. They pretend to embrace their art for the love of it, but they no sooner do so than they betray that what they love is exactly what the rest of us love, which is public attention. That is, they hang their opus up, and invite the world to come and look at it.

"But now their amateur status comes in. They didn't take any money for it, so, of course, the world is not permitted to say anything bad about it. It can speak only good. And if some one comes along and hints it is pretty terrible, then some one else comes along, and says, 'Hey, hey, they're only amateurs.' In other words, they try to put themselves beyond the inescapable nemesis of their medium, which is something that God doesn't intend to let anybody get away with.

"Furthermore, they insult their medium, and all who use it seriously. For they manage to insinuate that the professional does it only for money which is an intolerable piece of effrontery. The professional, as his aching head knows, loves it as well as anybody loves it. But when he takes money for it, he issues a challenge, and thereby gets some touch of magnificence into the business.

"Criticism becomes free then; the cold, sweet breath of reality blows over the whole show. And if, thus pilloried, he eventually wins, he wins fairly; he asked no quarter, and got none. Amateurs, as I have pointed out before, don't know how tough it is. And the danger of amateurs, especially where they are numerous, is that they, the public, will forget how tough it is too; that they will mistake amateur shoddy for professional cloth, and that the art will thereby become enfeebled."

In our opinion, art is not alone in its burden of "amateurs"—every industry has them, even though the interpretation of the clan may not be couched in language identical with Mr. Cain's. So far as packaging is concerned, we prefer to reserve comment believing that our readers will understand the inference intended.

A. E. A. Churchman.



but— can it be applied at low unit cost?



Would you like Dennison experts to work in your factory, with your technical men, in an effort to improve on your application methods? We will gladly do it, at your convenience—and at no cost or obligation to you.

WHAT a thrill it is to find a new way to improve your packaging. What a thrill, too, to find new ways of lowering packaging costs!

For 70 years the watchword at Dennison has been BETTER PACKAGING AT LOWER COSTS. And here is *one* of the reasons why Dennison delivers packaging on that basis!

Long before our presses start turning out a new packaging job—before inks and paper and adhesives and the other mechanics of our job are looked after, Dennison asks dozens of questions like these: How can the new packaging be applied in your factory at less cost and labor? How can labeling costs be cut down? Should the seals be packed in "shells"? How much hand labor is needed? Would a special device speed up the adhesive job? Is that "tricky" feature absolutely necessary? And so on and on, until every detail of your application methods has been probed and analysed in our search for *better packaging at lower costs!*

Maybe *you* can save time and money by a slight change in *your* application methods! . . . Or maybe you have some other packaging problem—printing, embossing, die-cutting, paper, inks, color, adhesives—that our staff of experts could solve.

No matter what your packaging problems may be, call on Dennison first! A competent representative will respond promptly. Dennison Manufacturing Company, Framingham, Massachusetts.

For Better Packaging
See Dennison First

BOXES • LABELS • SEALS • TAGS • PRINTED WRAPPINGS • ENVELOPES

HOFFMAN BOTTLE WINS WOLF AWARD

THE Hoffman Club Soda package,* used by the Hoffman Beverage Company, Newark, N. J., and designed by Thomas D'Addario of that company, was selected as the winner of the fourth Irwin D. Wolf Award at the judging of the package competition sponsored by the American Management Association held on Feb. 8 at the McGraw-Hill Building, New York. The Wolf trophy "for the best package developed and placed on the market during 1934"—an aluminum humidor for cigars and cigarettes, especially designed for the award—will be presented at the annual dinner of the Fifth Packaging Exposition and Conference, to be held at the Palmer House, Chicago, Tuesday evening, March 5.

The Hoffman package was judged first among the entries in the glass container classification and was then voted the outstanding package among those selected for distinctive merit in package design. In all, more than four hundred entries were submitted for consideration, and these will be exhibited at the Fifth Packaging Exposition.

The following packages, in the several classifications, were selected as deserving of distinctive merit in design, as well as those which won honorable mention:

Tin containers: Commander Motor Oil package, used and designed by Montgomery Ward & Company. Honorable Mention—Pebeco Tooth Powder package,* used by Lehn & Fink, Inc.

Glass containers: Hoffman Club Soda package,* used by Hoffman Beverage Company and designed by Thomas D'Addario. Honorable Mention—Caldwell's Rum for Cocktails package, used by A. & G. J. Caldwell, Inc., and designed by Egmont Arens.

Molded plastics: No award made.

Wood containers: Fancy fruit and vegetable display crate, used and designed by General Box Company, Inc.

Collapsible tubes: Colgate's Rapid Shave Cream package,* used by Colgate-Palmolive-Peet Company and designed by Simon de Vaulchier.

Visible displays: Pepperell Sheets package, used by Pepperell Manufacturing Company.

Paper bags and envelopes: No award made.

Set-up boxes: Keebord Typewriter Paper package, used by Whiting-Plover Paper Company and designed by Verne Hobbs. Honorable Mention—Gift box for golf balls, used by Wilson-Western Sporting Goods Company and designed by Paul S. Rumpel and Don McCray. Honorable Mention—Box for playing cards, used by R. H. Macy & Company, Inc.

Cartons: Spark plug package, used and designed by Montgomery Ward & Company. Honorable Mention—Carton for pastry, used by Commodore Perry Hotels Company and designed by Charles K. Ellsworth.

Fibre containers: Chevrolet Armature package,* used by Chevrolet Motor Company.

Family group: Old Schenley Rye Whiskey packages, used by Schenley Distributors, Inc., and designed by George Sakier. Honorable Mention—Chevrolet Service Parts packages,* used and designed by Chevrolet Motor Company. Honorable Mention—Hoffman's Products packages,* used by A. H. Hoffman, Inc., and designed by John A. Farmer. Honorable Mention—Gifford's Inn liquor packages, used by L. Bamberger & Company. Honorable Mention—Rux-tone Products packages,* used by Ruxton Products, Inc., and designed by George L. Welp.

Display containers: Encyclopædia Britannica Jr. package, used by Encyclopædia Britannica, Inc., and designed by Arthur S. Allen. Honorable Mention—Fisher Sink Fixture display,* used by Fisher Brass, Inc., and designed by Lang, Fisher & Kirk Advertising Agency. Honorable Mention—Adams Chewing Gum packages,* used by American Chicle Company and designed by Clarence Cole.

Shipping containers: Four-piece removable tierce head with curled bilge hoops, used by The Procter and Gamble Company and designed by T. S. Eagen. Honorable Mention—Pad-U-Pak berry crate, used by Paducah Box & Basket Company and designed by Julien C. Miller. Honorable Mention—Granular Aero Cyanamid bag,* used by American Cyanamid Company.

Miscellaneous: Gift wrapping for bottle of Macy's wine,* used by R. H. Macy & Company, Inc.

Packages displaying merchandising ingenuity regardless of adaptation of art: Canco fibre milk container, used by Castanea Dairy Company, Inc., and designed by American Can Company. Honorable Mention—McCahan's Sunnay Cane Sugar carton, used and designed by the W. J. McCahan Refining and Molasses Company. Honorable Mention—Fisher Sink Faucets container,* used by Fisher Brass, Inc., and designed by Lang, Fisher & Kirk Advertising Agency.

The group of judges who made the foregoing decisions consisted of the following:

Paul Hollister, executive vice president, R. H. Macy & Co., Inc.; Prof. Ralph S. Alexander, School of Business, Columbia University; Miss Marion C. Taylor, merchandise editor, *Vogue;* Lucian Bernhard; Miss Katharine Fisher, director, Good Housekeeping Institute; Miss Alice Hughes, *New York American;* Frederick C. Kendall, editor and publisher, *Advertising & Selling;* Ray M. Schmitz, secretary of the carton and new products committee, General Foods Corporation; Richard F. Bach, director of industrial relations, Metropolitan Museum of Art.

The following packages were selected as being of distinctive merit in technical packaging development. In the judging of this group, there was no competition between individual packages, each package was selected on its merit. The judges were as follows: Elmer Sheets, associate editor, *Drug and Cosmetic Industry;* Miss Alice Blinn, associate editor, *Ladies Home Journal;* Dr. Stroud Jordan, Stroud (*Continued on page 130*)

* Winners also in the 1934 All-America Package Competition and illustrated elsewhere in this issue.

S & S PACKAGING EQUIPMENT IS AND ALWAYS HAS BEEN THE CHOICE OF LEADERS

For filling · packaging · weighing · sealing · wrapping · 15 to 120 per minute

A FEW WELL-KNOWN USERS

Detroit Soda Products Co.	Commercial Milling Co.	Ohio Salt Co.
American-Maize Products	S. F. Whitman & Son	International Salt Co.
Hecker H-O Cereal Co.	National Biscuit Co.	A. Goodman & Son
Smith, Kline & French	E. R. Squibb & Sons	Merck & Company
Crosse & Blackwell	Aunt Jemima Mills	Durkee Famous Foods, Inc.
Quaker Oats Co.	Morton Salt Co.	Hoyt Brothers, Inc.
Rosenberg Bros.	Parke, Davis & Co.	A. & P. Company
Maury-Cole Co.	H. J. Heinz Co.	Kind & Knox Gelatin Co.
Dow Chemical Co.	Helena Rubinstein	H. C. Brill Co., Inc.
Bristol-Myers Co.	Roger & Gallet	Frank Tea & Spice Co.
American Stores	Runkel Brothers	Johnson & Johnson
Standard Brands	Coty, Inc.	Spratt's Patent Ltd.
Royal Baking Powder Co.	Albers Bros. Milling Co.	Kellogg Company
Yardley & Company	Peoples' Drug Stores	Battle Creek Food Co.
Diamond Crystal Salt Co.	J. R. Watkins Co.	Canadian Industries Ltd.

Peter Cailler Kohler Swiss Chocolate Co.

Philadelphia Wholesale Drug Co.

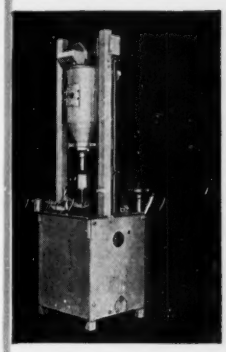
BOOTH 302
FIFTH ANNUAL PACKAGING EXPOSITION
MARCH 5-8, 1935
Palmer House, Chicago, Ill.

STOKES & SMITH Co

PACKAGING MACHINERY — PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.

British Office: 23, Goswell Road, London, E. C. 1



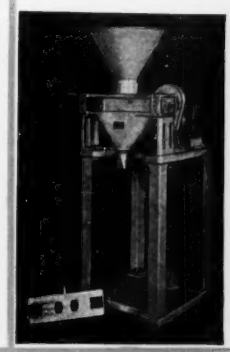
UNIVERSAL FILLER

For any powder, granular product or paste. Fills by gross weight, volumetric measurement or packing. Speed: 15-30 units per minute.



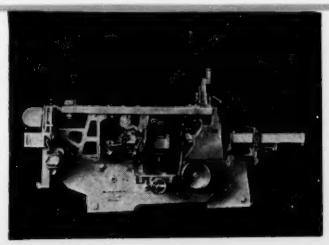
CONVEYOR NET WEIGHT SCALE

For nuts in shell, hard candies, flaked products, etc. Fills by net weight. Speed: 15-25 units per minute.



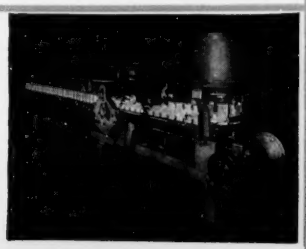
AUTOMATIC TIGHT-WRAPPER

For all food and grocery products. Automatically tight-wraps carton with printed label. Speed: 60-70 units per minute.



NEVERSTOP FILLER & SEALER

For all grocery products in cartons. Feeds cartons, bottom seals, fills, top seals. Speed: 40-75 units per minute.



VOLUMETRIC FILLER

For salted and shelled nuts, tea, whole spices, flaked cereals, etc. Fills by volumetric measurement. Speed: 20-30 units per minute.



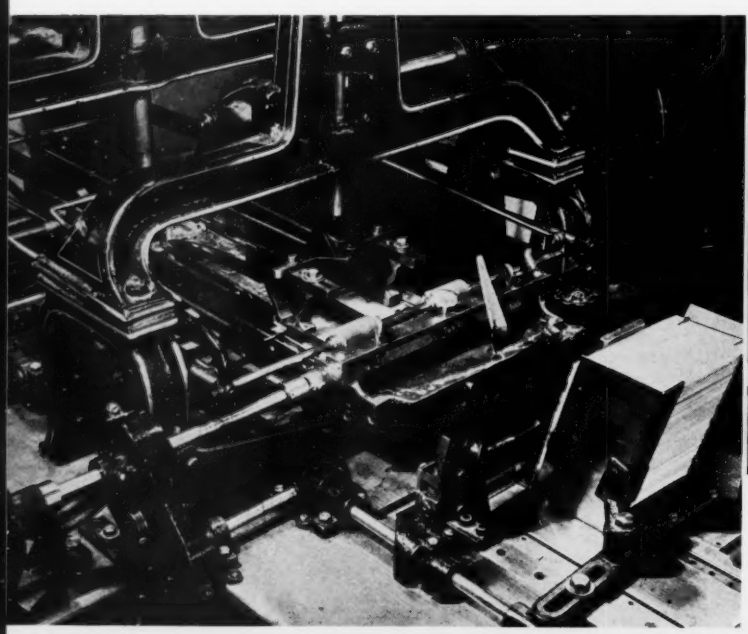
The term "Pasteurized Dates" is not ballyhoo. They are actually so treated and kept that way—via the Hills Brothers' special (and visible) package. Here we see the open and closed packages, also the reversed side

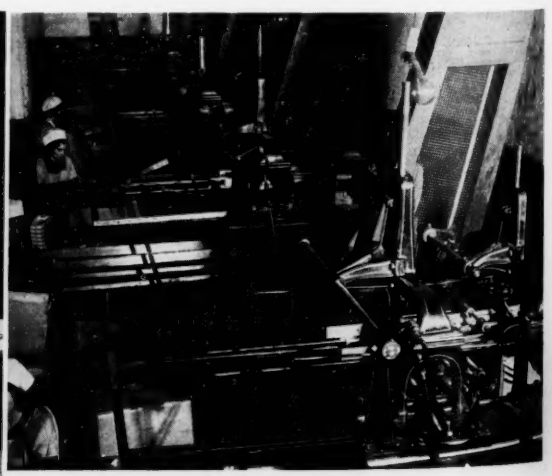
QUALITY RETENTION IN DATE PACKAGING

WE would have to go far back into history to discover the first mention made of dates, but we do know that writings of the ancients made ample reference to them. And, today, that healthful fruit still retains its popularity. But "other times, other manners"; and dates have gone the way of all merchandise. Dates in packages are not new; but pasteurized dates in a package which protects and retains that treatment is decidedly new. This processing and packaging—for they are integral—is an exclusive development of The Hills Brothers Company and has made it possible to acclaim Dromedary Dates, actually, as a *pasteurized* product.

In these days of intensified advertising when the public is treated (?) to manufacturers' claims to such an extent that one is hard put to discriminate between the truth and that which may be shaded, it is logical enough for the consumer to question the complete veracity of many of the statements so made. But should one doubt that the expression Pasteurized Dromedary Dates is an idle term or one which was created merely for the purpose of intriguing the jaded purchaser, it is necessary only to look behind the package that conveys that information. An inspection of the plant and the processes employed there leaves one without incredulity. To those less fortunate than the writer it can be stated that the proof of the foregoing can be found in an analysis of the package and a sampling of the product which is contained therein.

Below: A battery of four Brightwood machines forming tops and bottoms of the boxes used for the pasteurized dates. At left: A close-up, looking-down view of one of the two new Brightwoods. The box blanks are fed to this machine from the bottom of the stack





If you can't improve the Product . . .



—how about the Package?



A few of the many products that are wrapped on our machines.

SOME products simply cannot be improved—*but this is rarely so of packages.*

There are many ways of securing a definite sales advantage by means of the package. A food or confection is placed in a package which displays the actual product; appeals to the appetite—and sales go up . . . A tobacco is given a special moisture-proof wrap which keeps it fresher, more enjoyable—and a gain is made against competition . . . The transparent wrapper on a package of chewing gum is improved by an easy-to-open tab, and new favor is won for the product . . . Bottled milk is given a new sanitary hood made of colorful transparent cellulose, and every dairy that adopts it reports increased sales!

These are just a few of the many package improvements which are being carried out on our wrapping machines. Our business has been built on our ability to provide machines which produce outstanding packages. In our organization you will find years of experience and an intimate knowledge of modern packaging trends to assist you in solving your packaging problems.

Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts

NEW YORK CHICAGO CLEVELAND LOS ANGELES

Peterborough, England: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines





Above: The unwrapped packages, discharged from the pasteurizer are inspected and fed to the wrapping machines where the finishing touch is performed at 62 per minute, per machine. Below is the automatic case sealer in which the containers are top and bottom sealed for shipment

The dates arrive from the supply sources of the company—Irak, in Mesopotamia—in wooden cases (wax-kraft lined and divided, for convenience, into two parts by a wax-kraft sheet), each weighing 66 lbs. These are received from cold storage and are placed, as needed, in dry heat "stoves," over night. This softens the dates to a consistency at which they can be easily separated by the individual packers who are kept supplied during the time when the packing of the boxes is done.

Tops and bottoms of the boxes are formed, from blanks, and glued on two batteries of Brightwood machines. The bottoms, as may be seen in an accompanying illustration, make use of a standard blank, while the tops are die-cut—practically the entire top panel being removed and thus requiring a very careful, ticklish job on the part of the machine. One of these batteries operates at a speed of about forty completed tops, or bottoms, per each machine; the other, incorporating newer designs in equipment, at about 60 per minute.

Each operator places a corrugated waxed parchment liner in the bottom of the box she is to pack, selects the dates from the block or stack in front of her and arranges them in order. Where more than one layer is packed to a box, a dated divider or "layer paper" is placed on top of the bottom and the following layers of dates. Over the top and extending partly down the sides of each filled bottom is placed a sheet of cellulose, selected not only because of its transparency but also for its ability to withstand the subsequent process through which each package must be taken. Then the die-cut tops are put on and the assembly proceeds to the pasteurizer.

The now unwrapped—save for the protective sheet just mentioned—packages are mechanically conveyed through the thermo-controlled pasteurizer where the dates are subjected to the special preservative treatment developed by the company and approved by the food authorities. It should be mentioned that in addition to the treatment accorded the product, the process also effects a heat seal before the protective film and that part of the box which it covers—an additional protection which adds to the efficiency of the package.

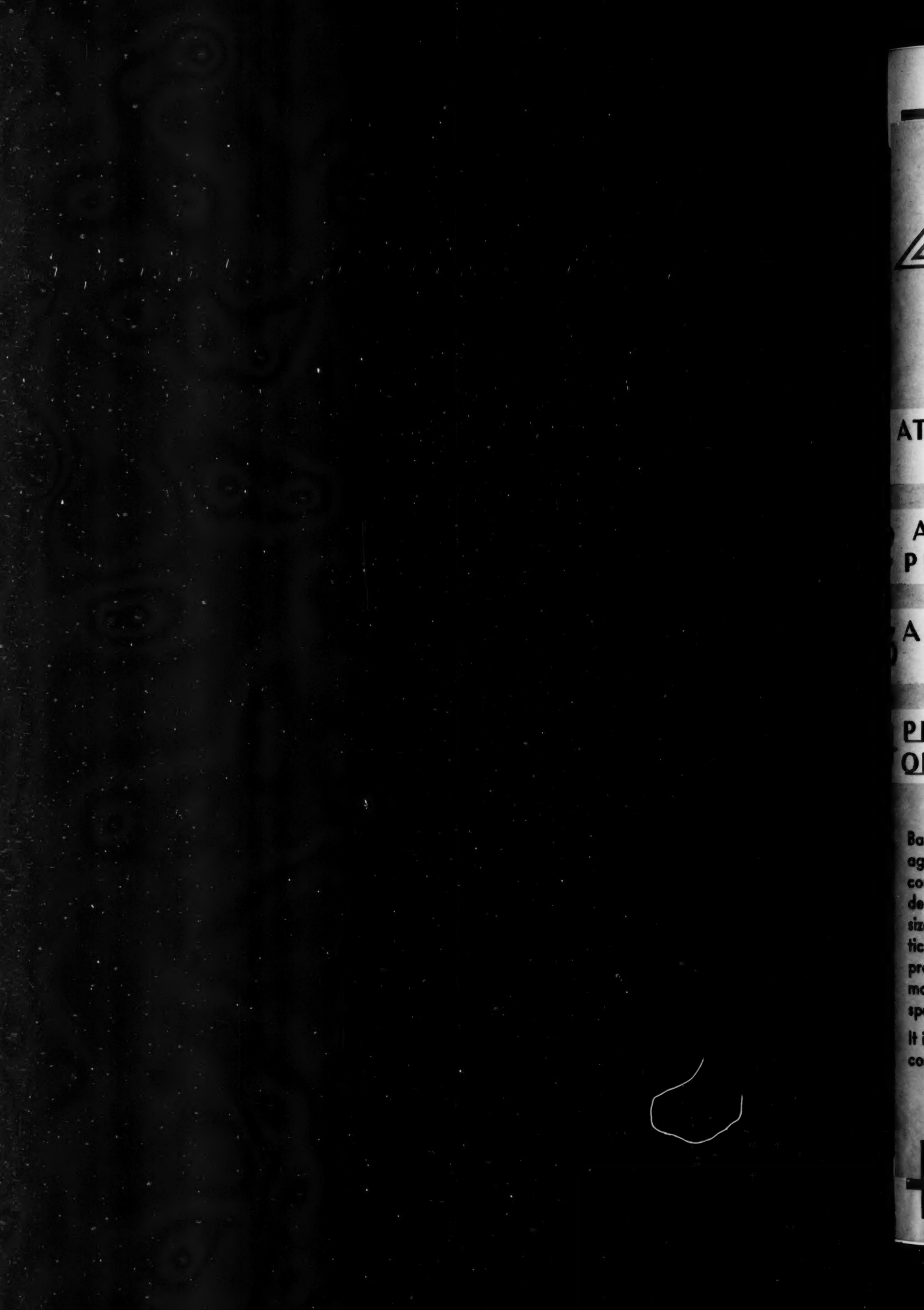
As the packages emerge from the pasteurizer they are inspected and then conveyed to the wrapping machines which automatically cut to size, wrap and heat seal a sheet of tango-colored transparent cellulose around each. The operations are performed at the rate of 62 packages per minute for each machine.

The following sizes are packaged in the above described operations: $3^1/_2$ oz., pitted; 4 oz., unpitted; $7^1/_4$ oz., pitted; 10 oz. unpitted; 1 lb. pitted and unpitted. In all, the box design is the same—red and yellow, with the decorations as may be seen in the illustration of the several packages.

Finally, the individual packages are hand packed in shipping cases—24, 36 and 72 according to size—automatically top and bottom sealed, and they are ready for retail distribution.

In closing, the writer is prompted to read and repeat a paragraph which appears on every package: "Thanks to an exclusive Dromedary process, the dates in *this package* are just as pure, just as wholesome as any food you've ever bought! Dromedary Dates are *pasteurized* for your protection . . . kept safe and clean by the same scientific process physicians recommend for milk." The first italics are ours—again there is a reason behind the effective package.

It should be mentioned also that this development adds to an already substantial list of accomplishments of The Hills Brothers Company in the field of packaging as pertaining to the distribution of quality food products.



4 VITAL PACKAGING POINTS

ATTRACTIVE DESIGN

A GOOD PRODUCT

A PRACTICAL PACKAGE

PROTECTION OF CONTENTS



Bakes-All demonstrates the four vital packaging points that promote sales success. Its contents are of honest quality. Its outer design is attractive to the buyer's eye. Its size, shape and physical make-up are practical in everyday use, and the contents are protected to reach the consumer in the most desirable condition possible—with a special liner of Riegel's Waxed Glassine.

It is in this last qualification—protection of contents—that Riegel Papers are doing such a broad and successful job today. Coffee, cocoanut, gelatin, cereals, flours, spaghetti and a truly endless chain of food products have found among our 130 packaging papers the right answer to their individual need for protection.

Write for a copy of our 1935 Packaging Portfolio. It contains samples of many new papers with technical data on their qualities and uses. Riegel Paper Corporation, 342 Madison Avenue, New York, N. Y.

For Every Packaging Need

RIEGEL PAPERS

This is a sample of heavyweight Riegeline (basis 24x36-25 lb.)

A CAST PHENOLIC HELPS COSMETIC SALES

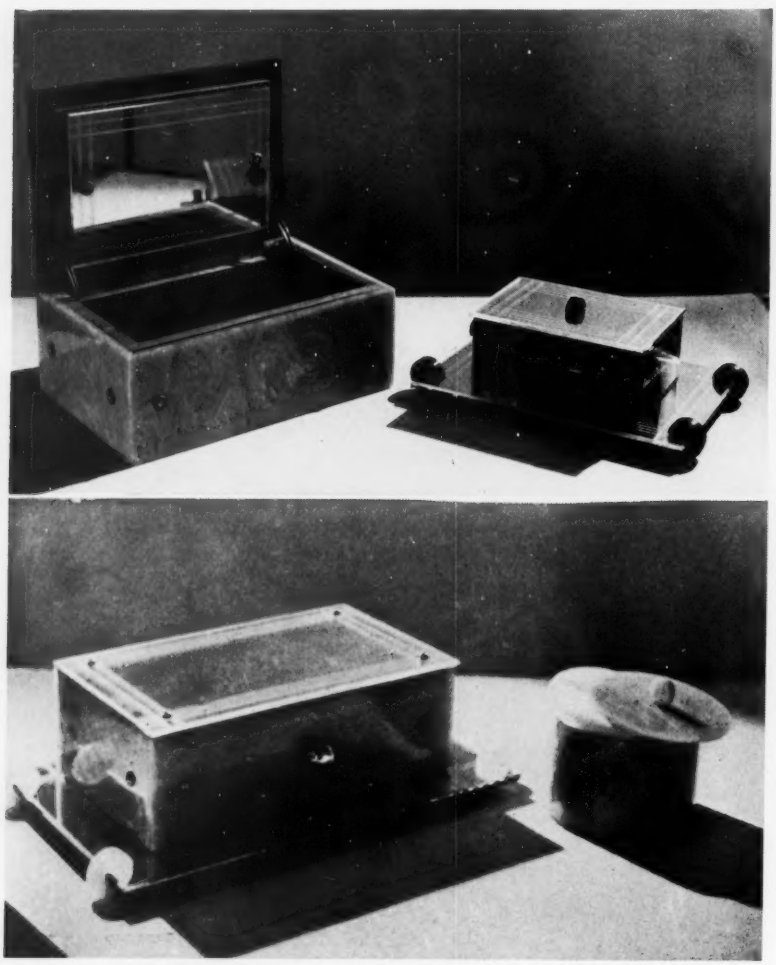
NO matter how good a cosmetic may be, it is difficult to sell a brand which has not had the advantage of extensive advertising unless an unusually attractive package, preferably having an intrinsic and after-use value, is employed. The Ray Sales Corporation and its affiliated company, the Minerva Cosmetic Corporation, have achieved success in this direction through the use of containers made largely or wholly from Catalin. This material (a cast phenolic) is not molded, as are many of the other plastics, but is cast from a liquid resin into tubes, rods and sheets or in special forms. As a rule, this involves little if any mold expense, but there is generally some expenditure for machining the cast product into usable forms. Cast phenolics can be had in practically any color and are available in transparent, translucent or opaque forms. Ray Sales chose a variety of colors, most of which have a delicately grained effect resembling some of the semi-precious stones such as rose quartz and jade, although ruby red, canary yellow, ivory and black are also used. All of these except the black are translucent and take advantage of the "depth" of beauty which characterizes a translucent material.



Display case featuring products of the Ray Sales Corporation as exhibited by B. Altman & Company

An oblong box, measuring $5^5/_8$ in. by $3^3/_4$ in. by $2^1/_8$ in. deep and containing Minerva Dusting Powder, has thus far scored the greatest success, some 25,000 having been sold to retail at one dollar each during a three-month period. Originally, as well as in the later designs, the front, back and two end walls of the box are made from a single integral casting of Catalin having slightly rounded corners. The bottom is made from redwood, fitted inside the cast portion and covered outside with a thin layer of green felt on which the box rests. Most of the boxes sold to date have had mirror glass covers with cast phenolic knobs, in line with the vogue for mirror boxes which is current. About one in each four of these boxes has been sold with a mirror tray measuring about 6 in. by 9 in. and fitted with feet or supports made by slotting Catalin disks and slipping them over the edges of the glass. The combination of box and tray is striking and makes an attractive and compelling display. In some cases, for display purposes only, a vertical mirror is added at the back of the tray to provide reflections which help to set off the box.

Each box contains an inner paper carton about one inch thick with circular cut-out for convenient access to the con- (*Continued on page 164*)



Boxes and trays made largely from cast phenolic. Smaller box on tray in the upper illustration measures $5^5/_8$ in. by $3^3/_4$ in. by $2^1/_8$ in. high. Below is a mirror-covered drawer box on a tray—all of the same material, as is also the cylindrical box for powder



SALES leaders are laying down the law of attractiveness in presenting the package to the public. Whether it contains tobacco or candy, pretzels or bourbon the appearance of the container must reflect the quality that is within. Not so many years ago little thought was given to package design . . . the true reproduction of lasting color. Competition has changed all of that. Today, if you want your package redesigned . . . or a new design created for metal containers Heekin artist-designers will work with you. And the quality of the final package is guaranteed. THE HEEKIN CAN COMPANY, CINCINNATI, OHIO.

HEEKIN CANS

Lithographed

WITH HARMONIZED COLORS

PACKAGING FALLACY NO. 3

"COMPETITION IS TOO STRONG IN OUR INDUSTRY TO PERMIT SPENDING MONEY ON MODERN PACKAGES"

by Willard J. Deveneau

BESET on all sides with firmly intrenched competition, and with buyers following suit in their loud clamorings for lower and still lower prices, it is not strange that many manufacturers look with a cold eye on much of the present talking and writing about the value of modern packaging, summing up their feelings in this manner:

> "You see our business is different. Other manufacturers may feel that they have competition to cope with, but they ought to be in this business! I've spent my life in it. Rather than seeing prices easing up, they're actually getting worse. No, modern packaging has no place in our industry, we can't afford higher packaging costs, which would make it harder than ever for us to survive."

While I daily pray for tolerance and an understanding of the other man's viewpoint, it is totally impossible for me to accept this *alibi* at its face value, without digging under the surface to determine to my own satisfaction wherein lies the difference between one man's business and all others. Why it is impossible for that manufacturer to use modern packaging while others do so with excellent results and added profits?

Excluding from our discussion (*Continued on page 160*)





Shown in the illustration at the right: at the top, the old grey-mist, two-piece box, holding 24 casters with no identification other than a multi-colored label pasted on the end; below, the new packages which are now standard for six classifications of Faultless products. Above is reproduced, in reduced size, the full page illustration and text of the company's catalog insert sheet used to familiarize salesmen with the new method of packaging

Bags by Royal!



Flat Sell-O-Face, fullstrip window



Bev-L-Pak with cardboard insert



Plain bond, square style

Flat Duo-Wax





Half-and-Half, satchel bottom

BAGS by Royal have meant increased sales to a host of users whose products vary all the way from racquet strings to sandals and from bath salts to a multitude of the commonest and finest of every day foods.

Bags by Royal are inexpensive, frequently reduce the cost of packaging. Made of various types of paper, glassine, or genuine DuPont Cellophane, they may be had with every variety of printing and many different closures.

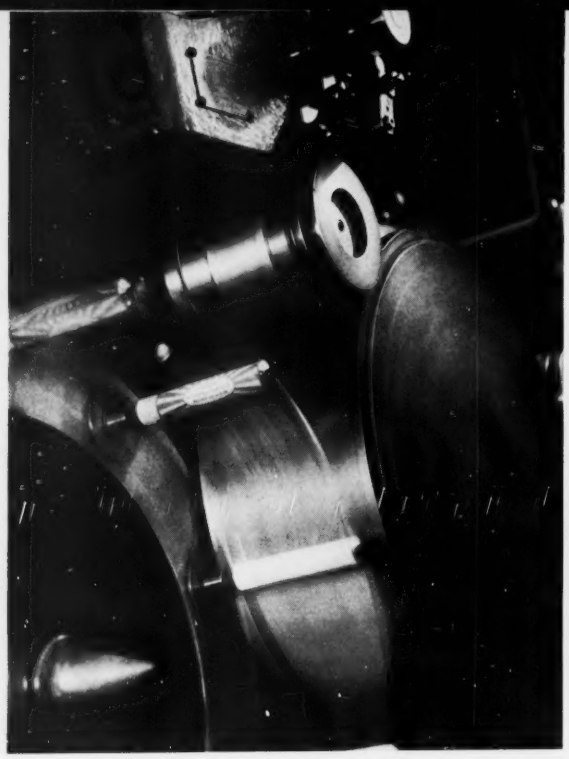
For reducing packaging costs and adding sales-appeal to *your* product, by all means consider Bags by Royal.

Write today for free sample bags designed to fill your particular requirements.

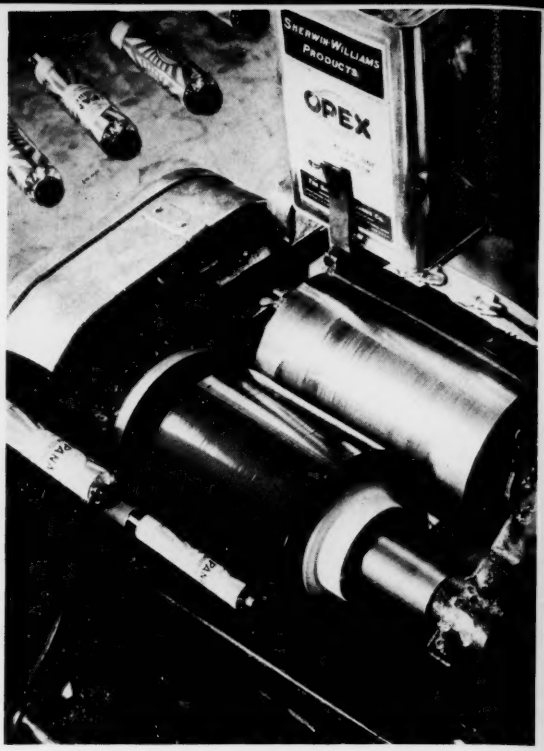
THOMAS M ROYAL & CO

PHILADELPHIA U S A

NEW YORK CHICAGO DETROIT PITTSBURGH BOSTON
ST. LOUIS MINNEAPOLIS SAN FRANCISCO DAYTON SYRACUSE
FORT WORTH ATLANTA HOUSTON



Tubes having been given the base coating of color come down from the baking oven, are placed on spindles traveling concentrically about a common center. A transfer mat that picks up the design, lettering and band, passes in front of tube and prints the impression



After baking tubes may receive final protective coat of clear lacquer. This special lacquer prevents soap, warm water and chemicals from dissolving or discoloring the finish on the tube. The tube finish must also stand bending and abrasion without chipping or peeling

TIN DECORATING FINISHES

*by H. F. Frank**

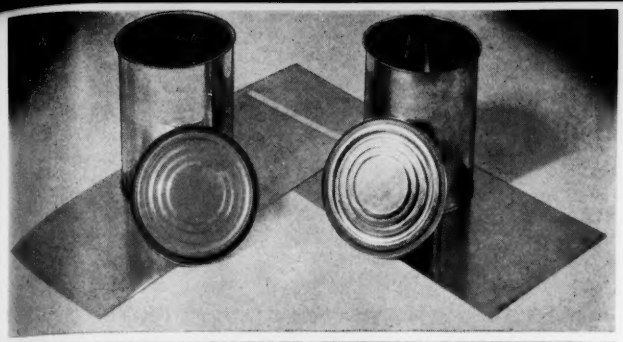
IN perhaps no field of modern packaging is there a greater variety of requirements demanded of the basic material than in the field of tin decorating finishes. The increased use of many types of metal closures and containers has led the Sherwin-Williams experimental laboratories to make a thorough study of the many problems involved.

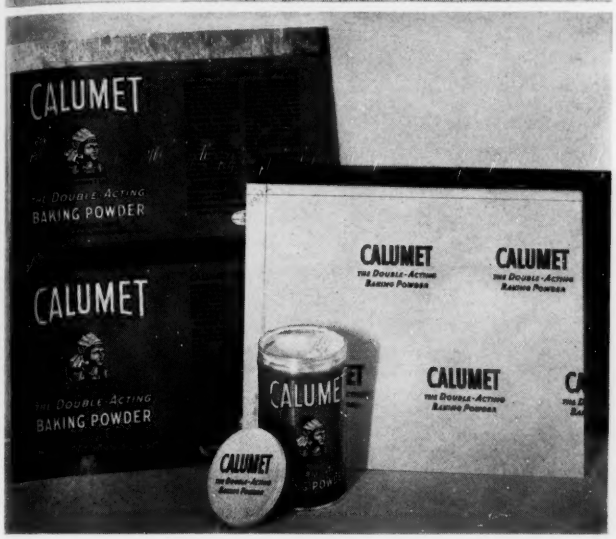
One feature about tin decorating materials which distinguishes them from other finishes is that all fabricating is carried out after the coatings have been applied and baked. The fabrication involves extreme abrasive action of the dies, punches and steel rolls, while the coated sheet is being cut, shaped and crimped. To withstand such operations, the decorating finish film must be extremely hard, and yet elastic enough to bend through 180 deg. without cracking.

On screw cap and deep draw work, the coating must have good adhesive qualities when fabricated and produce a perfect seal, to avoid any fracture in the coating. If the coating is fractured, it will allow the food acids or other active products to attack the metal and contaminate the food. As some food products are processed at 230 to 250 deg. F. steam for two hours, the lacquer must have a perfect bond after this operation. Owing to the varied requirements of the trade and the baking conditions involved, it is necessary, to a large

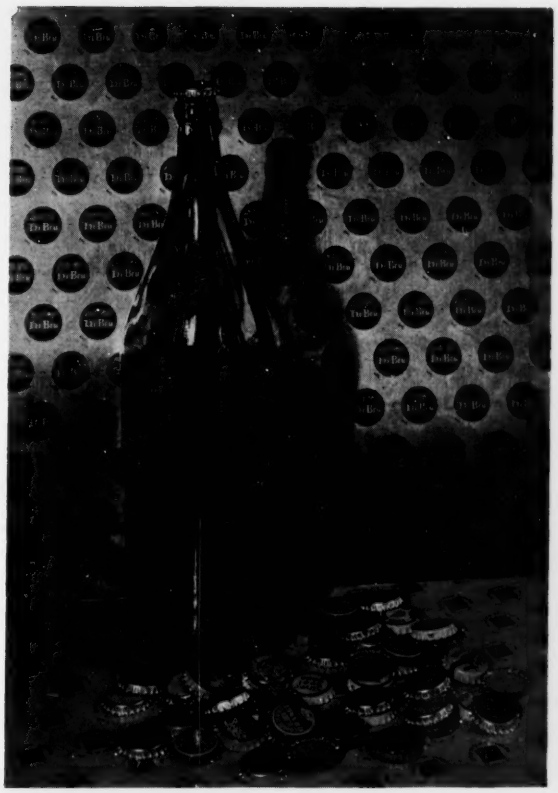
* The Sherwin-Williams Company.







Left, top: Sheet of tinplate coated with "C" enamel (left) for sulphur containing food products, and sanitary gold lacquer (right) for food cans and the finished cans. The lacquer must resist the action of various food acids until the contents are removed for consumption. Bottom: Steps in the manufacture of lithographed powder cans. The sheet on the left has been printed and varnished and forms the body of the can. The sheet on the right has been given a coat of white, via roller coating process, then printed and given a final coat of varnish. Below: Stages in manufacture of bottle crowns. The flat tinplate is given a coat of gold lacquer of white coating. They are lithographed and given a final coat of processing varnish. The tubes shown in the illustration at the bottom of this and the opposite page have been furnished by courtesy of the Sun Tube Company



extent, to deal with each problem individually.

The types of materials used in tin decorating work are as follows:

Varnishes	*Lacquers**
Processing	Processing
White Finishing	Sanitary
Sign Finishing	Adhesive
Lubricated (non-marring)	Lubricated (non-marring)
Alcohol-resisting	
Mixing and Sizing	
Coatings	*Metal Sign Coatings*
Collapsible tube enamel	Press colors

Varnishes

Processing: Applied over lithographed surfaces for bottle caps and solid coatings to which printing has been applied. Used for protection of lithographing against

* These lacquers are not to be confused with the nitro-cellulose type.



the action of steam under pressure in the sterilizers at 240 deg. F. Baking time 230 to 250 deg. for 18 to 25 minutes.

White Finishing: Used to increase gloss and appearance of highly decorated packages. All white finishes are baked at 210 to 240 deg. for 18 to 25 minutes in conveyor type ovens.

Lubricated (Non-marring white finishing): This material is the same as white finishing except that it has in its composition a material that eliminates the use of drawing compounds, during the drawing or fabricating of the sheets into cans. This ingredient, also, will prevent marring during the various operations of handling the can.

Alcohol-resisting: Used on exterior of screw caps, lithographed pails and drum heads to resist the action of alcohol upon the coating and lithographing.

Sign-finishing: Designed to serve as a weather protective coating for outside signs. Baking time 1½ to 2 hours at 160 to 180 deg.

Mixing: Some can industries and toy manufacturers grind their own coatings with mixing varnish. They vary the proportions of litho oils in their batches to meet their individual requirements.

Sizing: Used under coatings when extra small screw caps are made, and for deep drawing.

Lacquers

Gold Processing: Used for the outside of food containers requiring sterilization. Baking time 16 to 25 minutes at 360 to 390 deg.

Gold Sanitary: Used on inside of food containers for protection against the action of fruit juices and moisture. All sanitary lacquers (*Continued on page 132*)



Left: Showing the flexibility of the clear and colored film after being air dried. This same flexibility is retained indefinitely even after exposure showing that the finish does not become hard and brittle. Below: Various operations in the manufacture of screw caps from the coated sheets

Winning SALES *with* PACKAGES



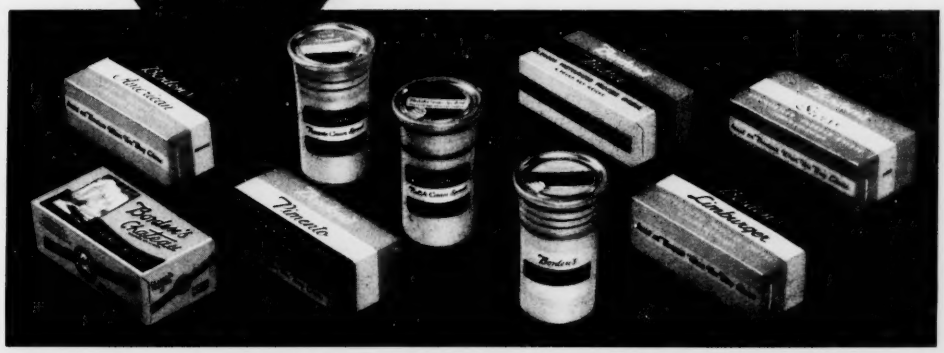
In the Miscellaneous Group of the ALL AMERICA Package Competition, the Gold Medal was awarded to the E. & A. Opler "Special" pack of OUR MOTHER'S Baking Chocolate. The unique character of the package gives evidence of the sales aggressiveness of the manufacturer. The original label on the chocolate carton was designed and produced by the "U S" Cincinnati Plant, suppliers of labels to the OPLER organization for many years.



Package competitions are serving a valuable purpose. They serve to focus attention on a principle which "U S" has stressed for half a century—that the outside appearance of a product has a direct bearing on its sales. ...In producing packaging materials, whether of our own design or designs entrusted to us for reproduction, the "U S" organization gives little or no thought to the idea of winning prizes. Rather, the "U S" emphasis is on sales power, utility, and practicability. ...From the "U S" point of view, therefore, the most interesting contest is that of overcoming sales resistance for the products of our customers; and the prizes for which "US" strives are measured in the customers' sales curves. ...The "U S" organization is proud of playing a part in producing prize-winning packages. Proud, too, to offer to any manufacturer a unified service which plans with him in terms of the sale of his product.



In the large ALL AMERICA group devoted to "families" of products unified by similar packaging, the Bronze Medal was awarded to BORDEN'S line of cheeses, some of which are here illustrated. The "U S" Baltimore Plant—long a BORDEN source of supply—was commissioned to reproduce the BORDEN designs for half-pound package wrappers and labels on the glass containers.



"Our products help sell your products"

The UNITED STATES PRINTING & LITHOGRAPH COMPANY

CINCINNATI
312 Beech Street

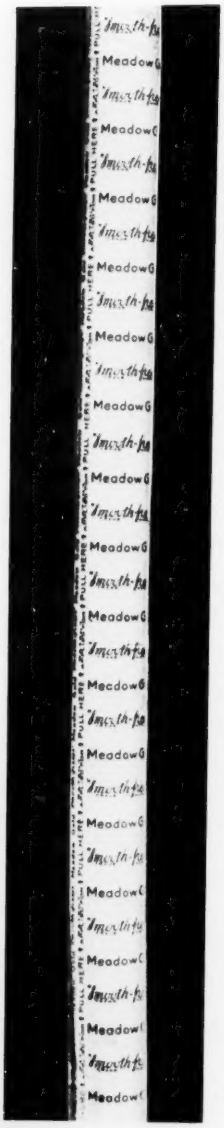
NEW YORK
52-K East 19th St.

BALTIMORE
412 Cross Street

IMPROVED SERVICE TO THE DEALER AND CONSUMER

AN innovation, which not only points out the advantages of cooperation between a package user and his suppliers of packaging materials but has produced unstinted and immediate acceptance both from those who distribute and use his product, is that which has been recently adopted by the Jersey Meadow Gold Company, Inc., in the packaging of individual servings of ice cream. This new development provides a *visible portion*—individual servings—of ice cream, sterile and clean and so packaged that there is a tendency to preserve the product, whereas in other methods such may not be the case. Further, the development furnishes the dealer with a set unit on which he has a predetermined profit. He is able to check his inventory at all times for no allowances need be made for shrinkage.

It would seem that ingenuity had just about reached the end of its tether so far as the use of packages in the ice cream field was concerned; the public had become accustomed to the standard types of ice cream pails or cartons or wraps, and the preferential struggle of brands concerned itself mainly with the differentiation of designs, when and if used to establish the various trade names and assuming that equivalent quality was evident. But the above-named company was unwilling to accept the assumption that the ultimate had been reached in ice cream packaging. There must be, according to its calculations, some way by means of which the dealer might simplify his problems of storage and distribution and at the same time work to the advantage of the consumer.



The answer lay in a method of procedure which would provide a convenient unit that was practical and economical from a production point of view; which would permit efficient distribution of the product to the dealer, enabling him to make use of his present storage facilities and relieving, rather than increasing the work of his clerks and, at the same time, furnish the consumer with a convenient size sanitary package—an individual serving, if you will—which could be handled in a simple manner.

The solution of the problem was the result of the cooperation of company officials with Freydberg Brothers in the design and development of a transparent cellulose tube which could be filled with ice cream, hardened and cut to such lengths as would provide individual servings of the product. The production of the tube, also, required the development of a special film of transparent cellulose.



The idea may sound, and appear to be, a simple one, but such was not the case. It was desirable, of course, to identify the maker's trade-mark and name with the product, and this required the consideration of printing on the tube—in red, although this color can be varied, and any type of desirable design portrayed. To comply with the food laws, it was necessary to use special inks, and in the forming of the tube, a special glue was used as an adhesive on the binding or sealing tape. The tube itself is supplied in lengths of 36 in., as this size was found to be most convenient to use. It is 2 in. in diameter when filled. The "pull tab," used in the removal of the film or tube from the ice cream is unique. The manner in which this is done may be seen in one of the accompanying illustrations. The tube is simply peeled off in such a way that the server does

HOLEPROOF HOSIERY HAD A MERCHANDISING PROBLEM

RITCHIE DESIGNERS HAD A UNIQUE PACKAGING IDEA

Result



Winner of Second Award, All American Packaging Competition, under sponsorship of Modern Packaging magazine.

THIS STRIKING, PRIZE-WINNING DISPLAY BOX

To secure a strikingly different but wholly practical hosiery box that would arouse consumer demand and stimulate dealer sales — that was Holeproof's problem.

Ritchie designers studied the merchandising factors involved . . . analysed the manufacturer's needs . . . conceived the idea for this distinctively beautiful gift box . . . and designed it with an eye for sales appeal and packing practicability . . . And again Ritchie scored — honored this time with second award for one of the outstanding display gift boxes of the year.

Ritchie will be happy to analyse *your* packaging and display problems in this same thorough, comprehensive way. A box by Ritchie will reflect the quality of your product, enhance its prestige in the public mind, and materially aid in your efforts to increase sales. Your inquiry regarding the application of our designing and manufacturing facilities to your specific needs, is cordially invited.



An individual, beautifully simple cover design for every month — the respective monthly Sign of the Zodiac (decorative designs by Paul Ressinger) — adds interest and novelty to Holeproof gift boxes.

WOULD YOU LIKE TO SEE THIS DISTINCTIVE HOLEPROOF GIFT BOX?
We will be happy to present a sample to you.
No obligation

A NATION-WIDE PACKAGING ORGANIZATION

Be sure to see the Ritchie display at the Packaging Exposition, Palmer House, Chicago, March 5th to 8th.

W. C. RITCHIE and COMPANY
PAPER BOXES • ALLIED PRODUCTS • FIBRE CANS
8855 BALTIMORE AVENUE · CHICAGO



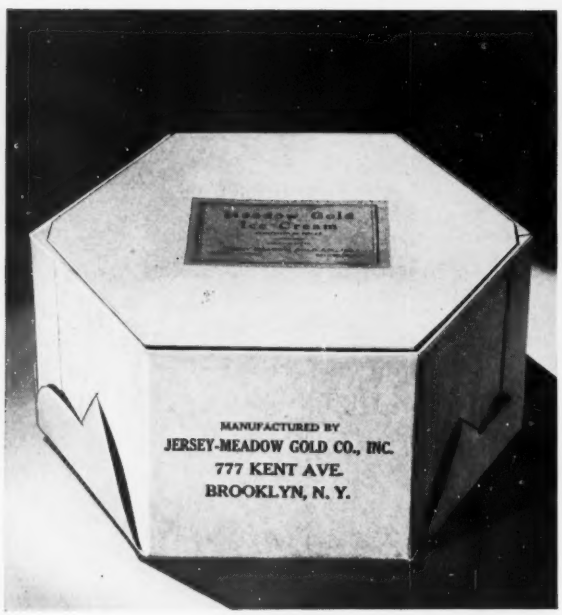
not touch the ice cream in the process of serving.

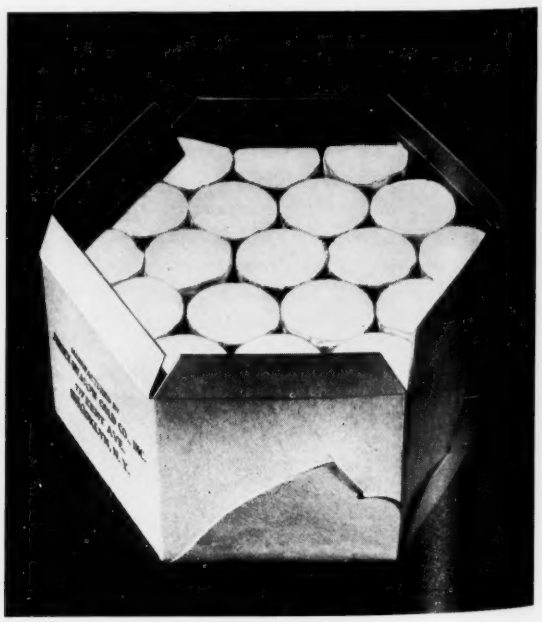
The "filling" operation also sounds simple, but, here, again, we find that considerable ingenuity has been used at the Meadow Gold plant in the development of the necessary equipment. A standard continuous freezer is used, and to this has been applied special distributor equipment that includes leads or filling pipes (constituting what is referred to as the "mechanical cow"), so arranged that the operator can control the flow of ice cream, in a mobile state, through the pipes. In the filling of the transparent tubes, each operator slides a tube up over the end of the filling pipe. The lower end of the tube is stapled and, as the ice cream flows into it, the operator permits the filled portion to slide downward until the tube is completely filled, or sufficiently so that the upper end can be tied to prevent the ice cream from running out. The filled tubes are then removed, in special trays, to the freezing room where they are given the final "set" before cutting into the required lengths, $2^1/_8$ in. being the length of the "serving" portion. The filling is accomplished at the rate of 15,000 individual portions per hour. The development and perfecting of this equipment are the result of the work of O. V. Clearwater of the Jersey Meadow Gold Company, and to him belongs much of the credit for the success of the idea and process.

The portions are then packed in special hexagonal-shaped boxes, as may be seen in two of the illustrations. These are of two sizes—one holding 38 portions and the other 76 portions. Delivered to the dealer in this form, he knows immediately just how much stock he has on hand.

No question as to the convenience to the customer, both in buying and in using whatever supply he or she may need. And each portion permits of clean handling —no scooping, cutting or slopping around of the ice cream. The idea has every advantage, with none of the drawbacks of the past.

An ingenious job from start to finish—one which reflects credit on the manufacturer and the supplier who devised and furnished the transparent printed tubes, and one which, in its satisfaction to retailer and consumer, fulfills that desired function of every package: merchandising effectiveness.





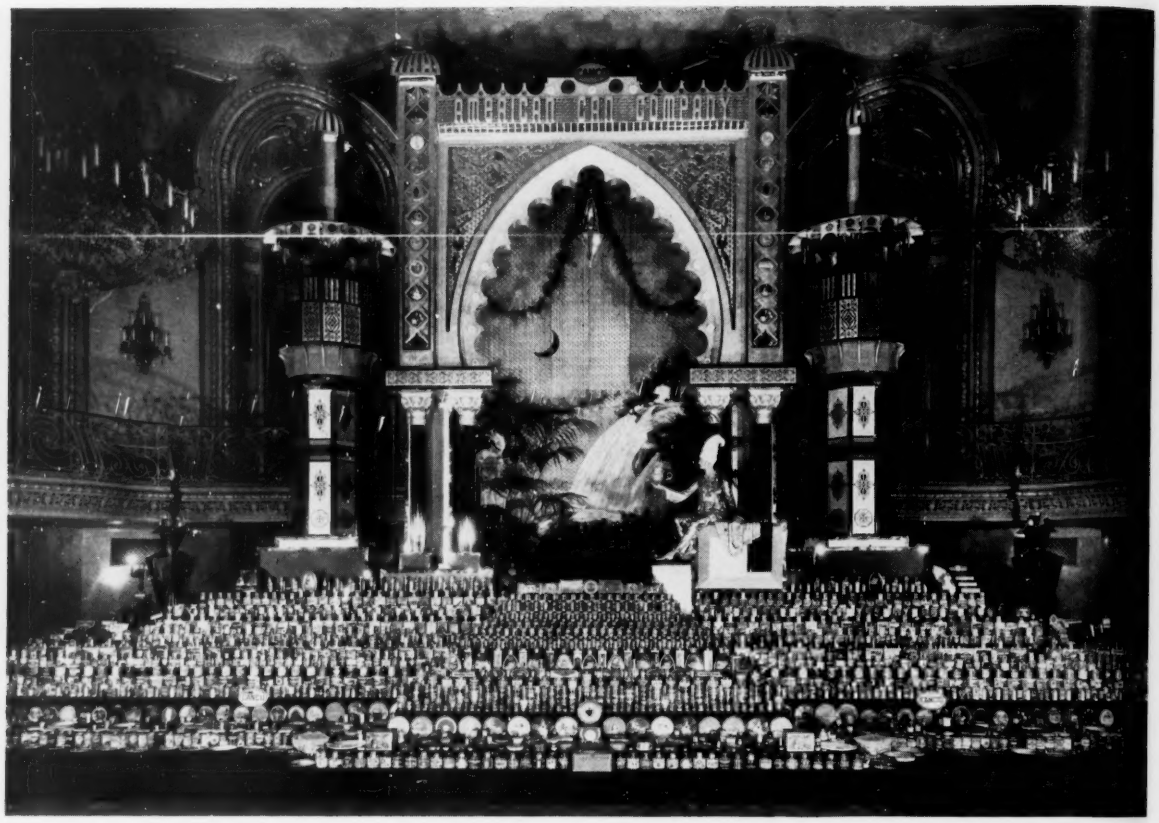
FOILING IMITATION

♦ To make illegal copying difficult, if not impossible, Stanley created this and other Frankfort labels by a new process of our own development. The result is unique in the production of foil labels: a combination of "debossed" or intaglio lettering *over embossing* which makes a background of the historic sailing vessel. You may not be concerned about the "counterfeiting" of your labels. But Stanley's knowledge of processes and special skill in the manufacture of foil or metal labels ---plus creative ability in design---can mean a sales-promoting label for *your* product---"different and better." Samples and a sketch gladly submitted upon request.



New York Address:
200 Fifth Avenue, Room 915
Tel. GRAmercy 5-4230

THE STANLEY MANUFACTURING CO.
DAYTON, OHIO
EMBOSSED METAL AND FOIL LABELS



American Can Company grouped some eight thousand lithographed containers in an "Arabian Nights" setting as its exhibit at the recent National Canners' Show in Chicago

NEW DEVELOPMENTS AT CANNERS' SHOW

SUITE as large but not as gawdy, offers a fair description of the exhibit this year by the National Canners' Association, held the week of Jan. 14, in Chicago. Again, the entire exhibit hall as well as the lower lobbies and the upper ballroom of the Stevens Hotel were devoted to a comprehensive exhibit of equipment, materials and services for the canners attending the convention. In all, 108 companies exhibited their services or products.

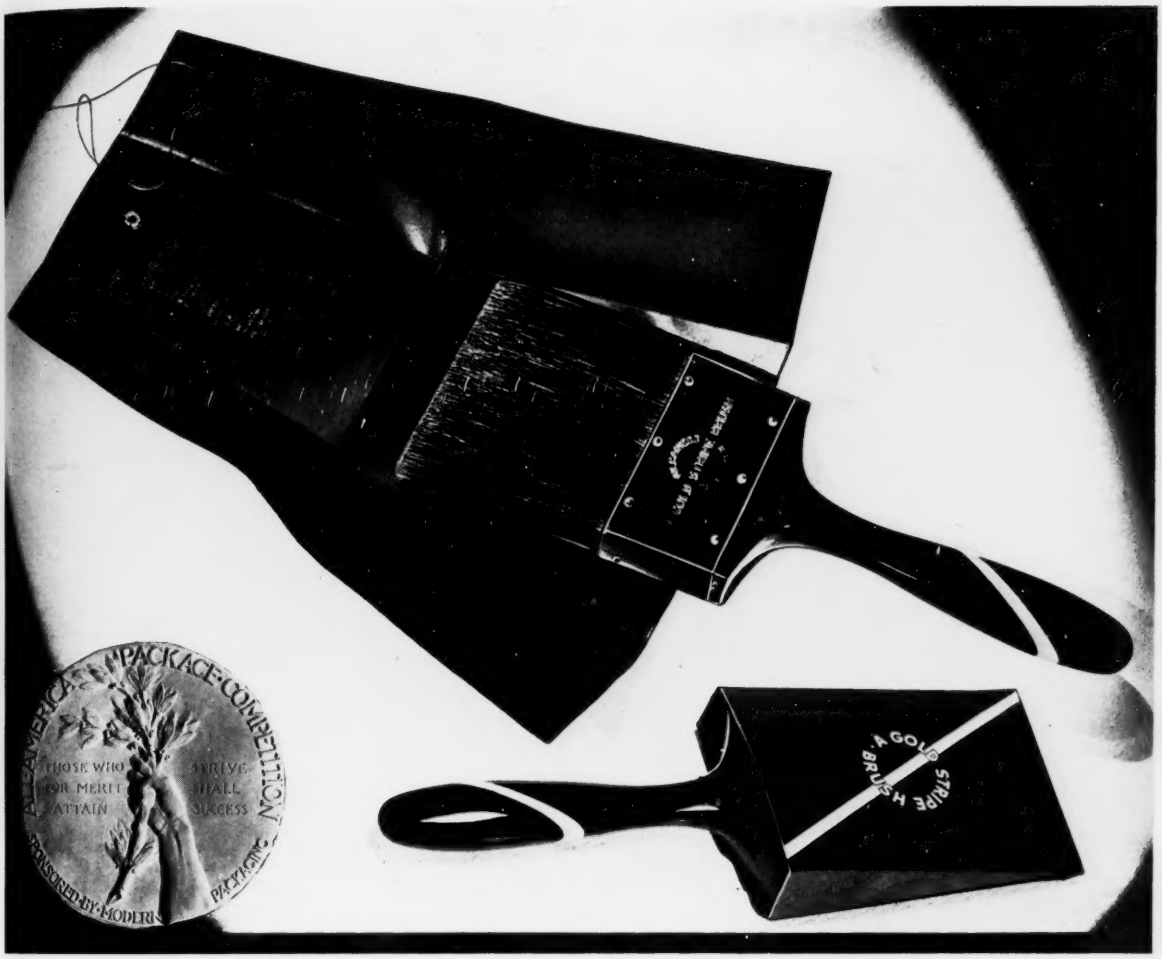
While the exhibits may have lacked the elaborate luster of the past few years, there were, nevertheless, the characteristic new developments which annually



Featured by Dewey and Almy Chemical Co. were Dewalco and Gold Seal adhesives and a high-speed cap lining machine



A new cap for hermetic sealing and a chamber vacuum machine were among the introduction of the Crown Cork & Seal Company



WHY A SIMPLE BRUSH-WRAP ★ WON FIRST AWARD ★ in the 1934 ALL-AMERICA CONTEST

Package wraps have gone elaborate in recent years. Fancy papers . . . fancy printing . . . fancy shapes have served to bewilder rather than beautify.

And so . . . among hundreds of wraps . . . good and not so good . . . the judges' eyes fell upon one that did a real selling job. It was a simple wrap . . . a piece of specially treated black paper . . . printed in gold with trade mark and instructions . . . and cut so as to tie easily around the business end of the paint brush.

It served a purpose . . . and served it well. And the judges wisely recognized this achievement as more important than any fluff or fanciness. Most important . . . its specially treated paper made it a perfect re-usè item, adding an important sales point for the brush itself.

The paper was specially made by The West Jersey Paper Manufacturing Company . . . a firm that specializes in developing unusual papers for difficult packaging problems. Your own problem may be utterly different from that of this brush . . . but its solution will be gladly developed by this firm's laboratories. Write to

THE WEST JERSEY PAPER MFG. CO.

CAMDEN ★ NEW JERSEY

appear for the first time at this particular trade show. For example, the U. S. Bottlers Machinery Company displayed a new semi-viscose plunger-type filler with twin plungers and an attachment featured by twin vacuum cleaning tubes which handle the empty jars as they come from the cartons, removing by air pressure all carton lint, dirt and dust before the filling operation. It is said that this machine can handle the double operation at from 40 to 60 fillings per minute.

The Armstrong Cork & Closure Company showed its new vacuum type screw cap by which machine drawn vacuum is maintained through the aid of the outside air pressure against an ingenious inside spring arrangement. This is opened in a simple manner.

The White Cap Company, as usual, showed an attractive and well populated display of thousands of White Cap products together with each and every White Cap machine in operation on the floor.

The Aluminum Seal Company went to unusual lengths to install an elaborate display of multi-colored Alseco seals so arranged that the colors of the closures harmonized with the color and label of the package.

Outstanding was the display of the American Can Company which occupied the entire front of the ballroom, showing every conceivable type of tin container, piled in a myriad display of scintillating color underneath an electric display of Ziegfieldian proportions.

The east end of the ballroom was occupied by the Continental Can Company, who provided a huge parlor with chairs and lounges in profusion to rest the weary feet of canners tired from tramping the concrete floors.

Howard Orr of Circleville, Ohio, was elected president of the National Canners' Association for 1935. The principal topic of discussions at all the meetings was an attempt to arrive at a satisfactory agreement not only between themselves and between the NRA and Government regulations affecting the packaging of food products as well. Several different plans have been broached under which standard qualities, viz., fancy, choice and standard, are to be packed.





The box and bottle labels for "The Chic Ladies" were produced by Dennison Manufacturing Company for the Fort Orange Chemical Co. The designing is by Marjorie Weiller.

•

THE largest and most impressive "package" used in merchandising was wrapped this year in metal foil. So gigantic was the package that almost 100,000 square feet of foil, obtained from the Reynolds Metals Company had to be used to cover it. The "package" was the New York Automobile Show, held at the Grand Central Palace Like containers for foods, medicines and every other product used by the public, the motor show was decorated in the most striking manner to attract attention to the goods. In the case of the Automobile Show, the cars being shown were set off to advantage by the foil that served as the show's package

Designed by W. L. MacElraevy, the decorations for the New York Automobile Show consisted mainly of silver and copper, employed lavishly on the first and second floors of the Grand Central Palace. The silver foil, whose glistening surface was given a dull metallic lustre by spraying, was used along the walls and on the huge ten foot square pillars.

Probably the most striking decorative note of the show was struck by the grand staircase. This is of mammoth proportions, with a width of over fifty-two feet. The entire staircase was a dazzling sight, as it was covered in its entirety with silver aluminum foil.

•

A "Home Tool Chest" suggests the sale of a set of seven tools consisting of brace for bits, an all-steel hammer-hatchet, a screw driver, a pair of pliers, one wood chisel, one cold chisel and a wrecking bar, boxed in individual corrugated packages and arranged for g eatest display. The package was designed and made by the Hinde & Dauch Paper Company for The H. J. Harrold Tool Company.



Nashua

THIS IS *No.* 1405 . . .

Mothers' Day Pink Velour Paper

EMBOSSED FLOSS

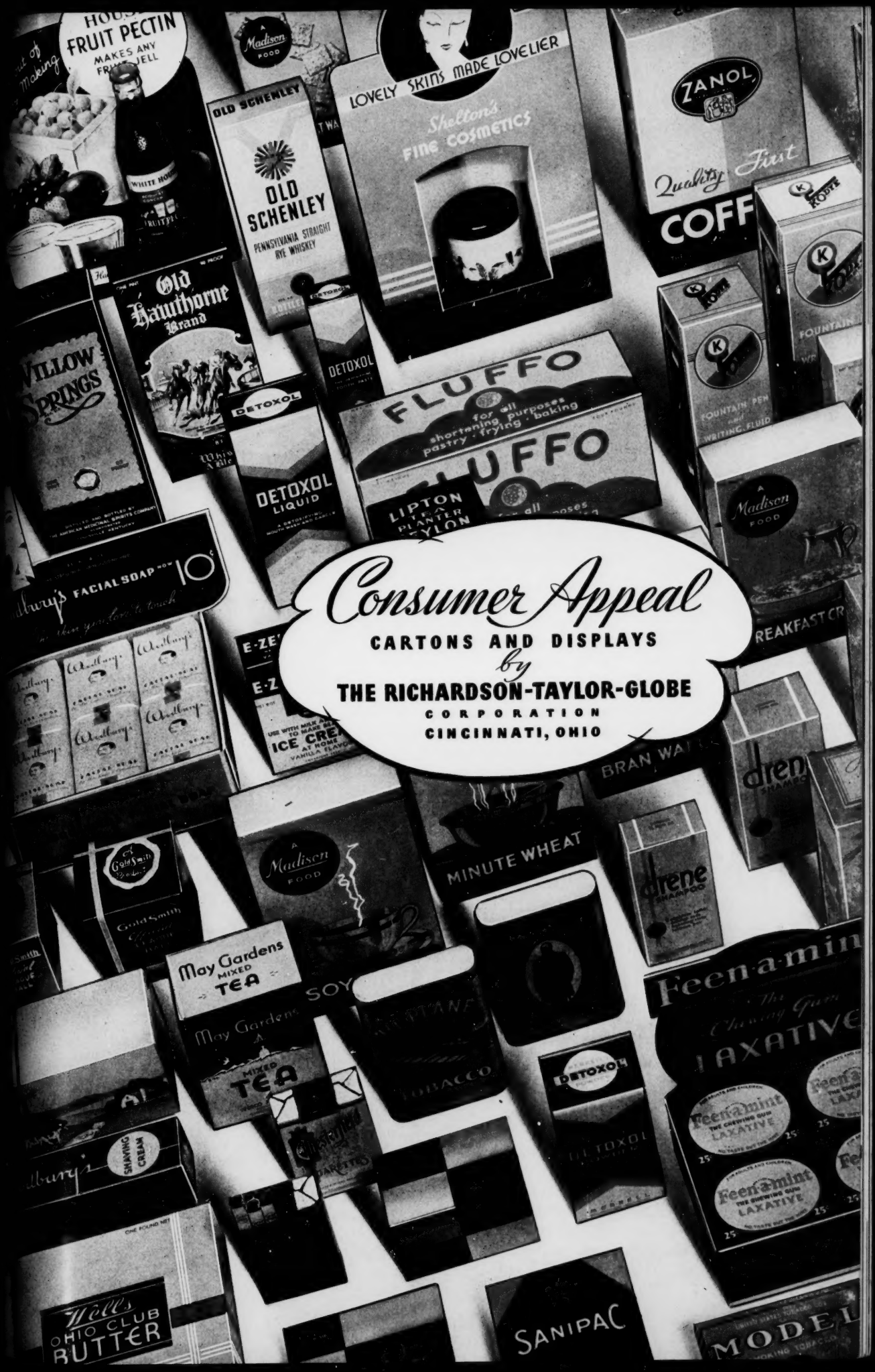
One of our 13 standard colors

Sample sheets on request

NASHUA GUMMED & COATED PAPER CO.

NASHUA, N. H.





Consumer Appeal

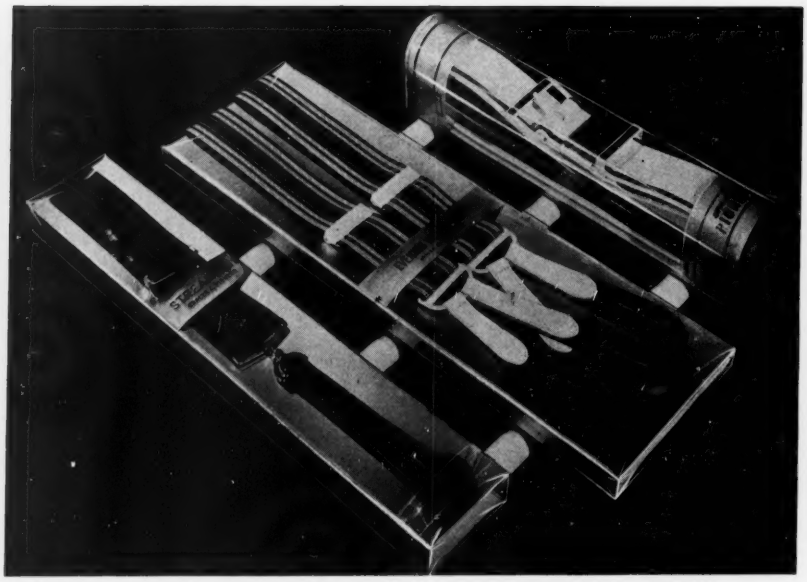
CARTONS AND DISPLAYS

by

THE RICHARDSON-TAYLOR-GLOBE

CORPORATION

CINCINNATI, OHIO



A further development and usage for packages of the transparent type are exemplified in these containers used by Pioneer Suspender Company for belts and braces. Produced by See-Thru Container Corporation and Clear-View Products, Inc.

HOFFMAN BOTTLE WINS WOLF AWARD

(*Continued from page 108*) Jordan Laboratories; James Henry, manager, E. Pritchard, Inc.; A. B. Shell, production manager, Hills Brothers Co.; Wm. M. Bristol, Jr., vice president, Bristol-Myers Co.; J. C. Lewis, secretary, E. R. Squibb & Sons.

Molded pulp dispensing container for oil, entered by National Folding Box Company. Contributor: Scovill Mfg. Co., development of metal closure.

Shipping container for 100 lbs. of Granular Aero Cyanamid,* used by American Cyanamid Company.

Westite closure for tubes. Contributor: F. J. Stokes Machine Company, originator of process.

Standix cartridge lubrication system kit. Entered by American Corporation. Contributors: The Lubrication Corporation; Bendix Aviation Corporation.

The following were selected for honorable mention in the technical development group:

"Keglined" cans for beer, with suitable opener. Entered by American Can Company. Contributor: American Can Company; complete design.

Betsy Ross potato chips package. Entered by Reynolds Metals Company. Contributors: Ross Potato Chip Company and H. F. Flecher.

Reynolds Metals wrapped smoked shoulder Chamberlin's. Entered by Reynolds Metals Company. Contributor: Package Research Laboratories; testing for shrinkage.

Four-piece quick removable Tierce Heading with curved bilge hoops. Entered by The Procter and Gamble Company. Contributor: The Procter and Gamble Company.

IT may be pointed out that several of the awards made in the Wolf Package Competition were identical with those of the All-America Package Competition which was judged on Jan. 9 by a differently constituted group—a fact which should indicate, at least, that when care and attention are applied to the creation of merchandising value in a package, a result so greatly outstanding is achieved that such packages win recognition under all circumstances.



The Kurlash Company makes use of the illustrated display card to show a new idea combining the simple workability of manicure scissors with the modern need for tweezers. This little gadget insures both ease and accuracy in shaping the brows, since the scissors principle is already familiar to women, and its design permits full vision while in use

Everybody wants to know



ANOTHER

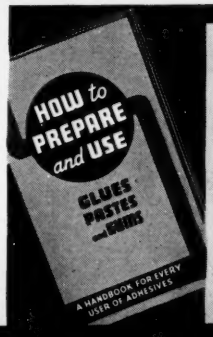
even more informative 24-page Handbook "How to Prepare and Use Glues, Pastes, and Gums" is yours for the asking. Just attach the coupon below to your letterhead and mail it to our nearest office.

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Please send me a free copy of your 24-page Handbook, "How to Prepare and Use Glues, Pastes, and Gums."

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Jealous of the quality of this new line of olives are Mawer-Gulden-Annis, Inc., of New York. They are vacuum sealed with White Caps for beauty and protection

TIN DECORATING FINISHES

(*Continued from page 120*) are lead-free. Eggs, corn and some sea foods require a special sanitary lacquer to absorb the bases liberated while being processed.

Gold and Brass: Used as a coating for the outside of cans, pill boxes, tobacco tins, lard pails, curtain rods, etc.

Lubricated (Non-marring): These are used in the same manner as the gold and brass lacquers, but have the advantage over the others because of their composition which eliminates the necessity of using drawing compounds in the fabrication of the sheet.

Adhesive: Applied to the side of the tin which forms the inside of the bottle cap, after the processing varnish or gold lacquer has been baked on the other side. It also holds the cork inserts in place during shipment from manufacturer to the automatic capping machines of the various bottlers.

Coatings

Solid coatings are used on screw caps, lithographed pails, drums, cans and signs. Transparent coatings are used in the manufacture of caps on pharmaceutical or toilet article bottles. Because of the many varied requirements of the users of such products in the trade, it is necessary that the requirements of each be investigated and reviewed before a material can be recommended for use as coatings.

Collapsible Tube Enamels: Considerable development work has been done on this type of coating. Because of the nature of the materials, each problem in this field requires individual study and treatment by the enamel producer.

Clear Alkali-resisting Tube Lacquer (Nitro-cellulose): Used especially on toothpaste tubes.

Press Sign Colors: These colors are applied with a composition roller, similar to a coating machine, which is attached to a large drum containing the letters or designs to be printed.

The printing process is handled on a special table. The sign is placed in position, and the drum, which is guided on both sides by tracks, is carefully rolled over the sign. As the drum revolves, the composition rollers coat the designs, which, in turn, deposit the coating onto the sign. These colors air dry overnight with a high gloss requiring a baking time of from $1^1/_2$ to 2 hours at 160 to 180 deg.

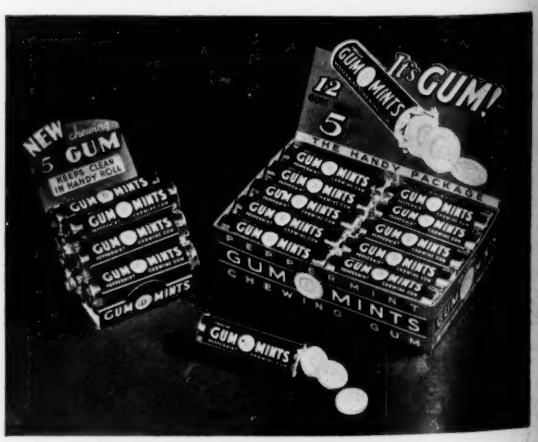
AMONG the new box covering papers received are samples from the following:

Hampden Glazed Paper & Card Company. Paragon—a line of lustre embossed enameled and waterproof papers in pastel tints and other attractive colors now in vogue, showing white, black and 31 shades in pattern No. 223, also a wide range of new and attractive designs.

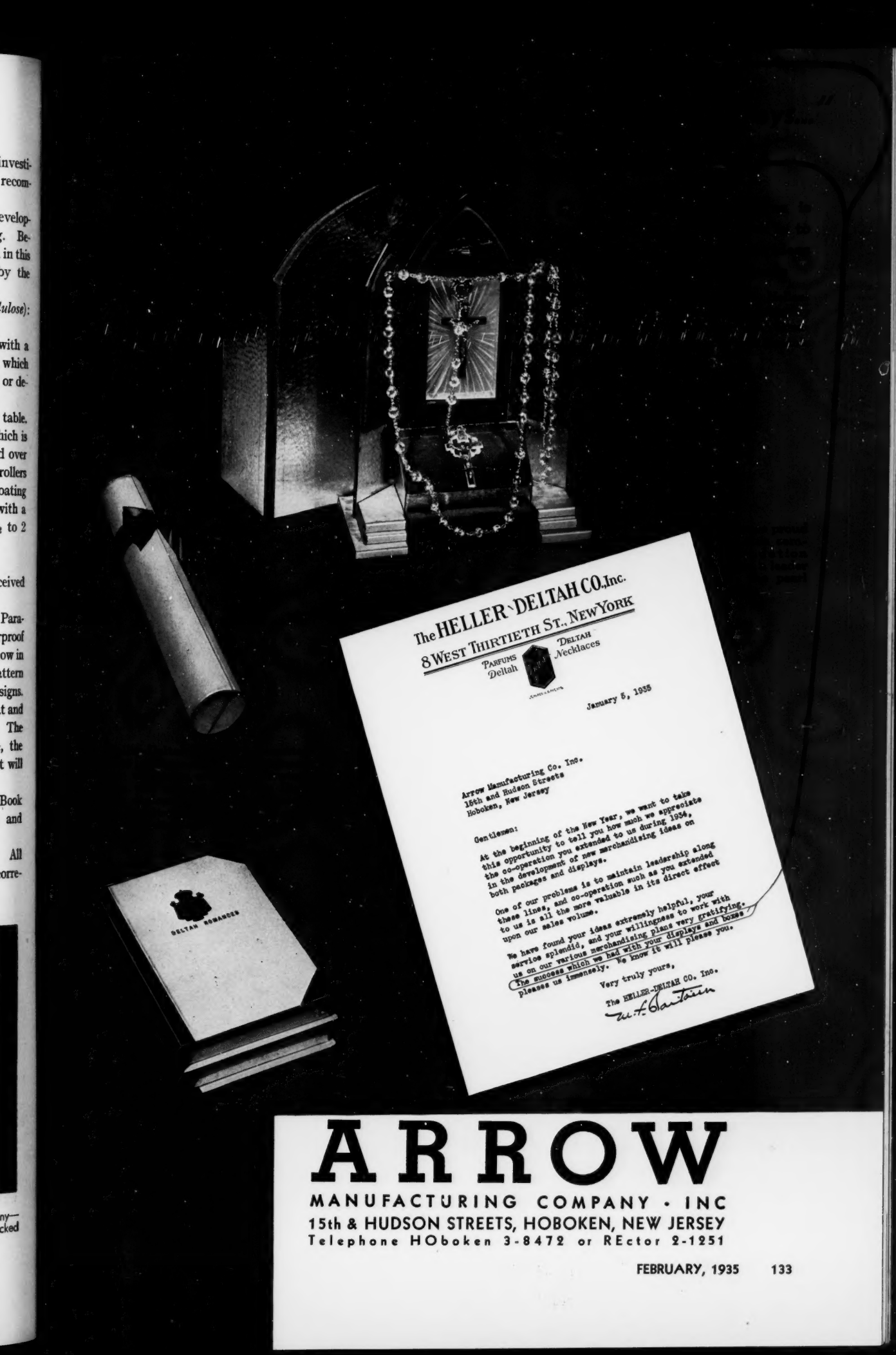
Charles W. Williams & Company, Inc. Nu-Mat and Nu-Glazed, each offered in a range of 21 colors. The former is provided with a soft, velvety surface, the latter with an exclusive dust-resisting surface that will not crack or scuff.

The Marvellum Company. Embassy Papers, Book No. 91. Crushed grain embossed in 14 colors and levant embossed in 14 colors.

Holyoke Coated and Printed Paper Company. All Star super-glazed and mat finishes, 22 colors, corresponding, of each.



A new product being introduced by the De Long Gum Company—sugar-coated chewing-gum in a disc-shaped, roll package, packed 20 rolls to a box



ARROW

MANUFACTURING COMPANY · INC

15th & HUDSON STREETS, HOBOKEN, NEW JERSEY

Telephone HOboken 3-8472 or REctor 2-1251

SHE FOUR All America

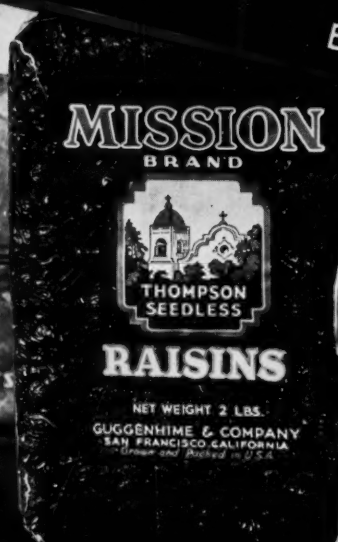
METAL CONTAINERS DIVISION





BAG AND ENVELOPE DIVISIO







TRANSPARENT PACK DIVISION

AN HONOR...

...*that is an inspiration*

We are proud of these prize winning packages, and congratulate the manufacturers with whom we have worked in producing them.

To win such a distinction among 6,200 entries in a contest presided over by seven judges drawn from different sections of industry, is an outstanding achievement.

Attractive packages SELL merchandise.

If you have a packaging problem, submit it to SHELLMAR. The resources of this institution, the creative talent of its designers, the specialized experience of its packaging engineers will prove definitely helpful.

SHELLMAR PRODUCTS COMPANY

New York · Chicago · San Francisco

PHOTOS BY DON WALLACE

RS



LABEL AND SEAL DIVISION

olorful as Nature!

CREATING QUALITY ATMOSPHERE FOR PRODUCT ACCEPTANCE

by Ruth Lampland



TWO years ago, during the heart of the depression, Mary Chess (in private life Mrs. Avery Robinson) had enough faith in the formulae she had developed for cosmetics to place an entirely new line on the market, to compete with higher-priced, well established lines. She made each feature of that group distinctive and often entirely unique. For the bath, she prepared a vegetable bath powder, less drying to the skin than ordinary powder; for water softener a Roman Bath oil, also less drying than the ordinary bath salts; for an invigorating rub, an oil-and-alcohol combination that soothed the skin while it stimulated. For face cream, she prepared a special combination using beef marrow for enriching and nourishing the skin, as well as the usual oil-base creams. For sachet, she invented a scented lacquer with which one paints the inside of dresser drawers or the shelves in closets, as well as vegetable sachets. And when it came to items in the food line, she applied her knowledge of herbs to establish a sister group of Mary Chess products which were packaged as smartly as her cosmetics. The food group includes the flower jellies and maple butter, a wide assortment of cooking herbs, herbal teas, potpourris, and a small cook book for hostesses using her products.

Mrs. Robinson, having made certain that the products being introduced were superior and unique, turned to the problem of packaging them. Her artistic bent had formerly taken expression in the making of artificial flowers. Two small bouquets of violets she had made herself were in the Queen's Doll House in London—a great honor. And she knew the secret of dainty, smart color combinations necessary to interest the better class of feminine buyer and to give the proper atmosphere of quality to her products.

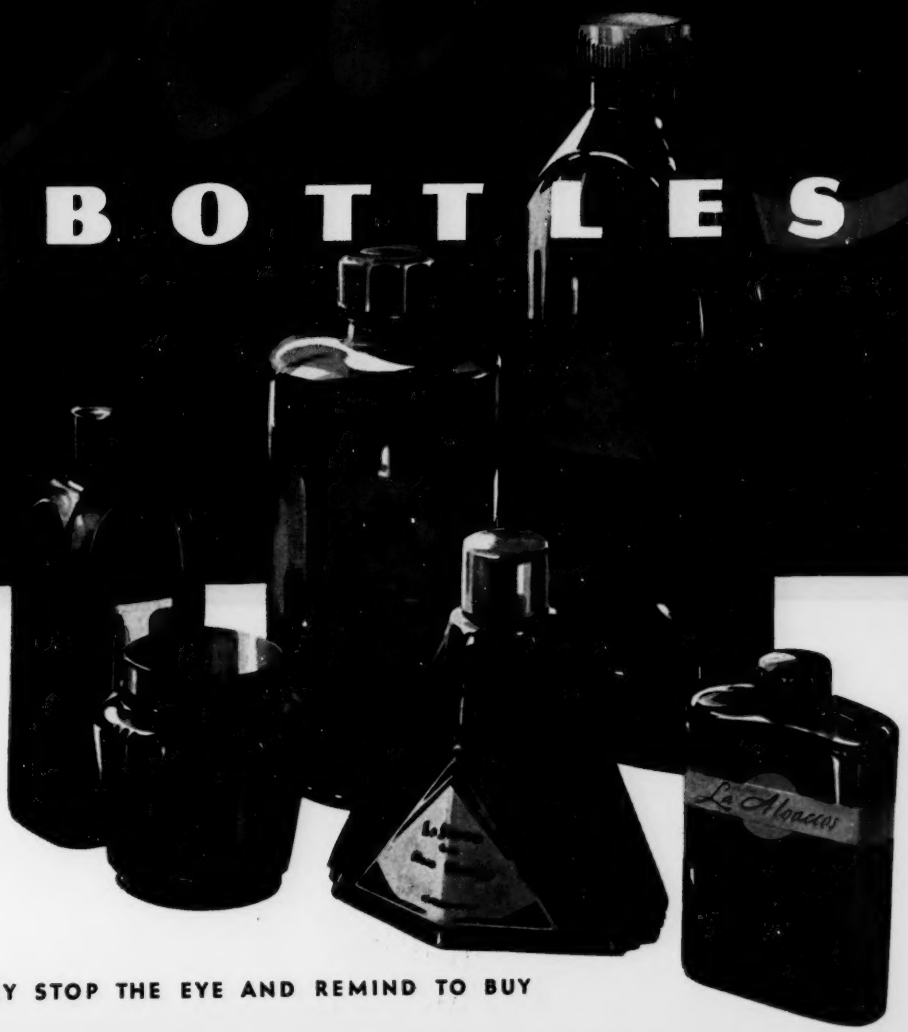
Now, after two years, Mary Chess products can be purchased in the best retail stores from coast to coast: Saks, Fifth Avenue, New York; Marshall Field and Saks, Chicago; at I. Magnin & Company, in California; Young Quinlan, Minneapolis; Strawbridge and Clothier, Philadelphia, and other stores of similar rank.

Two years ago she won the All-America Award in the Family Group for her packaging of these products. She has continued that color scheme and design. Their distinctive color scheme—brown on ivory or beige—stands out against other more ornate cosmetic displays. The Mary Chess family is uniformly beautiful. It is wrapped in beige paper printed with a small pin dot of brown. It is tied with one of two kinds of flat Ribbonette, in red with a tiny gilt edge or in brown and beige plaid—indeed an attractive ensemble.

How are new products packaged as they are added to the line? In conformity with the general scheme. Taking new products first, we come on her latest addition to the group of toilet waters, rubs and lotions. This is a special headache cologne, made basically of eau de cologne, in 8 oz. and 4 oz. bottles. It is put up in the Mary Chess square, clear glass bottle with a molded urea formaldehyde screw-on top. Labels, on front and back, are hardly discernible as labels; the letters "Mary Chess" and the name of the scent and of the product seem to be engraved on the bottle—a decalcomania transparent label with white printing in clear Caslon Old English type. On the front of the bottle one finds only the name of the scent, placed near the top of the body of the bottle. On the back, placed near the bottom of the bottle, are the directions for use, also printed in white on this transparent label, with the "hour glass" trademark of Mary Chess products and her

MARYLAND

BOTTLES



EASY TO IDENTIFY - THEY STOP THE EYE AND REMIND TO BUY



IDENTIFY



REMIND TO BUY

STOP THE EYE AND YOU START THE SALE

MAKE YOUR PRODUCT easy to see and you make it easier to buy. Maryland BLUE Bottles and Jars will make it stand out from competing products. Their rich, Royal BLUE color catches the eye and reminds to buy. Not only identifies your product but suggests its high quality.

Let us send samples to show you how your product will look dressed up in Maryland BLUE Bottles. They are made in a wide variety of modern stock shapes and sizes and in special designs for many famous products.

Write today. Just tell us the nature of your product and the sizes in which it is packed. Or better still, send us samples of your present containers. Maryland Glass Corporation, Baltimore, Maryland. New York Representative: Two-Seventy Broadway, New York City. Pacific Coast Representative: Owens-Illinois Pacific Coast Co., San Francisco, California.



Maryland Green Tint and Flint Bottles are of the same high quality as Maryland Blue

MARYLAND *Blue* BOTTLES



MUCH ADO ABOUT SMALL PACKAGING

We like it! . . . We do it Well!

● . . and our output of miniature containers pack the same relative sales punch as those of greater size and display area.

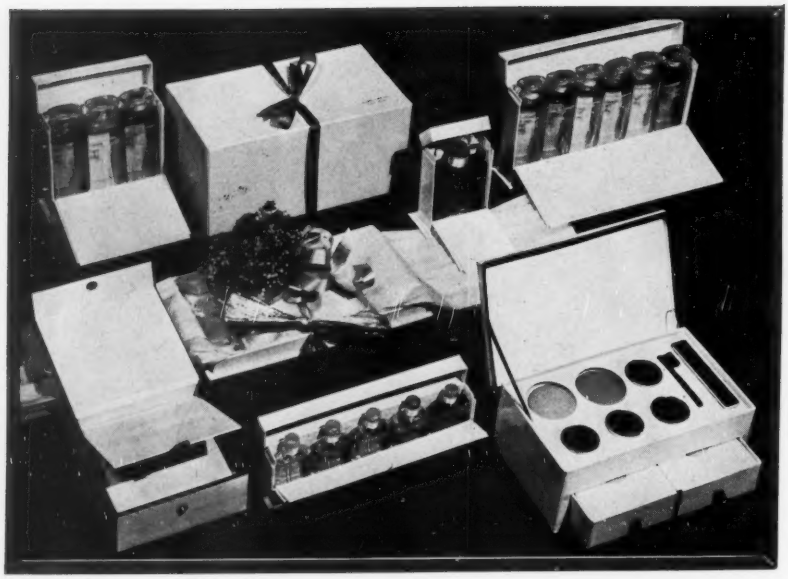
● Small-parcel sales gather speed under expert package design • the "know how" of sizing to sell • and making the article colorfully prominent.

● These little things that form an ideal Container Service are here assured.

METAL PACKAGE CORPORATION

NEW YORK CITY

SALES OFFICES AT ... BALTIMORE • BROOKLYN • CHICAGO • BOSTON
... DIVISION • HAMILTON • OHIO



name beneath. This same type of bottle, top and label is used on perfumes as well.

A square, heavier glass bottle with a sturdy square clear glass stopper top is used for the vegetable bath powder, which comes in a light green. These bottles are almost sturdy enough to be called jars, and around the stocky neck of each is wound heavy white silk cord, about twelve strands.

The toilet water perfumes, rubs and oils are boxed in the smaller sizes. An ivory box, with a narrow brown piping and with the name in brown on the outside of the hinge-top cover, is used. For sets of six vials of bath-oils, in the small or medium sizes, a flat-top box is used, and the bottles lie on their sides.

For the toilet waters and perfumes, however, a new box has been introduced. It comes in sizes to fit one, three, five and six bottles. The bottle stands upright in it, and the box has one side which is hinged so as to form a flap, which is open for display but which fits in under the cover when the box is closed and packed for shipping.

A new powder box follows the most modern make-up trends. It provides a complete make-up assortment, in compact and convenient form. A small ivory chest with a brown border around the beveled edge at the bottom is provided with a hinged top which reveals lighter and darker shades of rouge, lip rouge and eye shadow, and a small cake of mascara with accompanying brush. In the lower part of the box is a small drawer with pull tabs, while in the drawer are two boxes of powder, each with a small mica window to be opened by the user—a dark shade for daytime and a light for night. Mary Chess states that this is one of all of her packaging items which was designed for her by the manufacturer and is therefore not her own original design.

The powder box for traveling has as a unique feature a detachable paper-board square which fits over the powder compartment and under and inside the hinge-top cover. This is covered with ivory paper. And it practically assures the owner that she will have no spilled powder over her bag when traveling.

Christmas boxes of a large, deep oblong size carry large orders of Mary Chess cosmetics to holiday purchasers. These, because of their temporary and novelty nature, violate her color scheme of ivory and brown to a small extent. They come in plain gold, silver or cream with silver stars.

Molded plastics are used by Mrs. Robinson for the small fluted jars for flower jellies and maple butter because of their beauty, safe resistance to foods and lightness in weight. Molded tops are used for her cold cream jars as well as for the screw-on tops of the square clear glass perfume bottles referred to previously.

It is not new to show a handsome leather week-end or traveling bag completely outfitted with the various creams, lotions, toilet waters and other accessory cosmetics in a line. But it is rather unusual to find a fitted, mirror-top bag with so smart and united an assortment as is shown in the Mary Chess traveling bag. The ivory tops on bot- (*Continued on page 148*)



TINDECO BRINGS LIPTON

ALL THE BEAUTY AND COLOR OF THE ORIENT

Liptons . . . world famous as leaders in tea packaging . . . know the importance of atmosphere in selling. They know that people like a product such as tea to be packed in a fine metal container which not only preserves the product but also provides a note of glamour . . . a bit of beauty that fits it for constant use.

Such a package is the prize-winning metal container which Tindeco created for Lipton Tea . . . done in full color by Tindeco's unique methods. Inexpensive yet unusually beautiful, this is typical of the output of the Tindeco plant . . . typical of the work our art dept. will be glad to render you in connection with your product.

Investigate Tindeco's unusual facilities and service. Write to—



The TIN DECORATING COMPANY
OF BALTIMORE

NEW YORK OFFICE:
500 FIFTH AVENUE
PHONE: LACKAWANA 4-8636

CHICAGO OFFICE:
36 SOUTH STATE STREET
PHONE: CENTRAL 2057

LOS ANGELES OFFICE:
901 EAST 31ST STREET
PHONE: ADAMS 3266

WHY NEGLECT THE SILVER POLISH PACKAGE?

by Marcy Babbitt

MANUFACTURERS have in recent years given to their products handsome packages—packages that really have been appropriate receptacles for their merchandise. Outstanding have been the cosmetic packages, the candy and coffee packages and so on. But this improvement has been largely among the more obvious merchandise. There are still many items on the market which can benefit by modern and distinctive packaging.

Among these items is the silver polish package. Exactly what can be done by way of improvement is exemplified by the new silver polish package redesigned by Gustav Jensen for Bennett & Company of California. Before indulging in the well-earned eulogies concerning the beauty of the package, there are two hard-headed and significant points which should be stressed:

The first is a revelation that all products can lend themselves to *distinguished* package design. And that no product need hide its quality "behind the bushel" of an ugly package.

The second is the fact that a handsome and appropriate package entails *no greater manufacturing cost* than an unattractive one. Further, that a knowledge of production, combined with an intelligent application of design, can actually cut cost by eliminating superfluous manufacturing processes. And it can do this without in any way endangering a good design.

Manufacturers have been told this over and over for many years. There is no better instance in point than the present Bennett's Silver Polish package. No stronger nor more conclusive evidence is needed than this simple statement by the manufacturer to Mr. Jensen: "You succeeded in cutting the price of the package down to less than one-half and at the same time you have given us a larger and more attractive package."

The old Bennetts Silver Polish package was taller, making the contents inaccessible. Design lacked in attention-value. It was an ineffectual package which stood on the hardware dealers' and grocers' shelves and did nothing to sell itself. It gave no indication whatever of the quality of the product. Most of the elements that went into the design of the package were of a negative nature. Their purpose in life was befogged. The package made no clear-cut and vital impression upon the consumer.

Certainly, if there is merchandising value to design psychology, this is the age to put it to work for the manufacturer. If a product stands for a definite thing on the market or in the home, the package should say so in terms which the consumer will best understand.

Silver itself means dignity, quality, a sense of luxury. The package should convey this message, simply and intelligibly. Jensen has done just this in an admirable and outstanding manner. This designer is known the world over for the beauty (*Continued on page 192*)





In comparison: Of equal utility, but of far more pleasing appearance, is the silver polish package redesigned by Gustav Jensen for Bennett & Company

LUSTEROID PUFFER-TUBES WIN NEW DISTINCTION



Lusteroid containers repeat their 1933 performance in winning the acclaim of judges and consuming public alike. This time, it is a dental-powder puffer, used by the L. M. Brock Company, which was selected for award in the 1934 All-America Package Corporation.

This tube, used in three sizes, puffs a portion of powder onto the brush . . . wasting no powder, yet dispensing a full portion.

Lusteroid tubes may be had in several sizes . . . plain or in color . . . decorated with integral labeling . . . and for various types of products. Lusteroid vials can likewise be had in a wide range of sizes, and colors. Both offer the unique advantages of light weight, freight and shipping savings, freedom from breakage, spoilage and returns. Lusteroid containers can help you solve your packaging problems. Investigate. Write or phone---

LUSTEROID

CONTAINER COMPANY, INC.

Formerly Lusteroid Division of The Sillcocks-Miller Company

10 PARKER AVENUE, WEST

SOUTH ORANGE NEW JERSEY

First in F



The All-America Contest Board has selected this family of packages as winner of the FIRST AWARD for 1934.

FLASH!

As we go to press we learn that—The American Management Association has also selected this group of packages to receive the Wolf award for distinctive merit in packaging designs.

Fibre Cans

Sefton cans win

HIGHEST AWARDS FOR 1934 « «

Two years ago, Sefton held its place among the one hundred best packages. Last year, Sefton won second and third awards—the only firm in the fibre can group to take more than one award. Now, for 1934 Sefton steps into FIRST PLACE with this prize-winning family of packages.

The Sefton National Fibre Can Company deserves first place in your mind when you consider fibre cans, regardless of the nature of your requirements. Sefton is a nation-wide organization, with ample resources to serve you quickly and efficiently. Let us help you with your packaging problems. Write to

SEFTON NATIONAL FIBRE CAN CO.

3299 Big Ben Road, Maplewood, Saint Louis, Missouri
250 Park Avenue, New York ◆ 6 N. Michigan Avenue, Chicago
570 Howard Street, San Francisco

See the yellow pages of your telephone directory for the nearest

SEFTON

representative, listed under the heading

"CANS"

Domestic:

California	Berkeley, Los Angeles, San Francisco
Colorado	Denver
Florida	Tampa
Georgia	Atlanta
Illinois	Chicago, Peoria
Iowa	Davenport, Des Moines
Kentucky	Louisville
Louisiana	New Iberia, New Orleans
Massachusetts	Boston
Michigan	Detroit
Minnesota	St. Paul
Mississippi	Jackson
Missouri	Kansas City, Saint Louis
Nebraska	Omaha
New York	Buffalo, New York City
Ohio	Cincinnati, Cleveland
Oklahoma	Oklahoma City
Pennsylvania	Pittsburgh
Tennessee	Chattanooga, Memphis, Nashville
Texas	Dallas, Houston
Utah	Salt Lake City
Virginia	Danville
Washington	Seattle
Wisconsin	Milwaukee

Foreign:

Australia	Sydney
British West Indies	Kingston, Jamaica
Canada	Montreal, Toronto, Vancouver
Mexico	Mexico City, Monterrey, Vera Cruz
Porto Rico	San Juan

SEFTON *cans*



A RENAISSANCE OF THE POSTER STAMP?

*by Leon H. Lewis**

A popular magazine recently carried the story of a man who had accumulated a collection of 28,000 paper match books. The producers of a brand of safety matches cite the case of another man who had retrieved from their match boxes some two thousand or more covers of different designs. The collecting instinct is as old as the human race. Postmaster-General Farley has found a way of capitalizing on it, and thereby increasing postal revenues, by bringing out a succession of new designs.

As long as human nature remains, there will be millions of eager collectors looking for new objects upon which to expend their energies. Right now picture cards showing movie stars, aviation heroes, baseball players, magic tricks and even playing cards are being avidly collected from gum and candy packages and in exchange for wrappers and carton tops. There is now strong indication of a revival of interest in poster stamps, the collection of which swept Europe and America in the decade before the World War. This fad started with a new vogue in poster art created by French artists, especially Jules Cheret. Cheret dipped his brushes into a riot of reds, blues and yellows and produced flaming and startling poster designs. Other artists were quick to follow suit, departing radically from standardized forms.

Then some one in Germany conceived the idea of reproducing these masterpieces in miniature form, so that even the humblest citizen might carry these artistic designs along with him, preserve and enjoy them, instead of merely giving them a fleeting glance on a billboard. Thus a degree of permanence was given to poster displays which in their original forms were ruthlessly destroyed to give place to successive showings.

When these miniature posters became available to the masses, a new vogue of collecting poster stamps came into being. In Germany there were so many collectors, and so many subjects available, that strangers hailed each other to inquire whether they had any poster stamps or, as they are called in German, "Reklame-Marken," to exchange. The fad for collecting poster stamps bred a new fellowship.

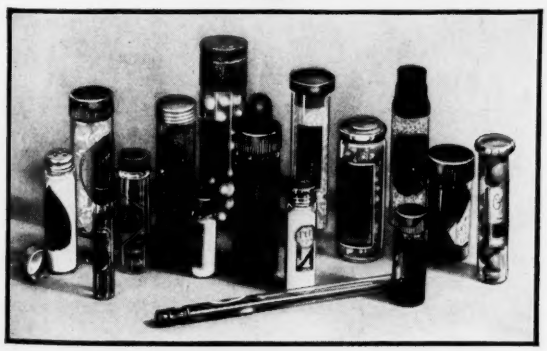
* Secretary, National Poster Stamp Society.

"I PREFER *Dainty Packages* . . . every woman does!"



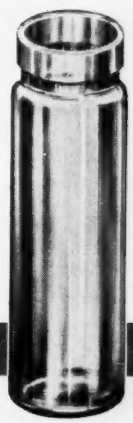
This thought expresses one of the outstanding reasons for the trend toward packaging toiletries, perfumes, drugs and pharmacal products in Kimble Glass Vials. Daintiness—convenience—lightness! The three main package requisites of the particular shopper.

Well-known manufacturers of pharmaceuticals, proprietaries, foods and chemicals consult with us constantly on adapting or developing a Kimble Vial to suit their particular sampling or packaging problems. There are Kimble Vials with pipette droppers—there are Kimble Vials with applicator rods—Re-Seal-It capped vials—Capsule Vials with moulded or metal screw caps—Vials for Goldy Seals—Vials for Shaker Tops—and hosts of others to meet the modern needs of a package-conscious public.



With your product put up in Kimble Vials there is never a question of its purity—its sanitation—its attractiveness—and its unrivalled sales appeal.

Valuable facts on shipping economy and packaging savings through glass vials will be furnished on request. Confer with Kimble first!



KIMBLE GLASS COMPANY

VINELAND, NEW JERSEY.

NEW YORK • PHILADELPHIA • BOSTON

CHICAGO • DETROIT

This collection hobby spread to England and then all America succumbed to the new pastime. Millions of children, and adults too, became inoculated with the fever. Vast numbers of collectors were on the lookout for new acquisitions and enterprising advertisers supplied the demand. A new industry sprang up to produce poster stamps and albums.

American artists did themselves proud in creating original designs, less conventional, and, to the American eye, more attractive than European designs. Many a twenty-four sheet poster, or essential parts of them, were reduced to these little bits of gummed paper for permanent lodgment in the albums of collectors. Fred G. Cooper, for example, made a notable series of poster stamps for the New York Edison Company. He also made the "Thrifty Alexander Series" for a financial advertising concern. In it he accomplished the difficult feat of advancing his character one year of age through each of fifty-two drawings. Other distinguished artists and many of lesser fame expressed their skill in designs for commercial advertisers which found a ready outlet among consumers.

Numerous cities, such as New York, Cleveland, Dayton, Minneapolis, St. Paul and others, had their notable architecture and beauty spots immortalized in artistic, colorful poster stamps which found their way into all parts of the country. Railroads used poster stamps extensively to advertise their scenic attractions. Many a convention was promoted through this means and countless uses were found for these little oblongs in flaming color.

The widest use of poster stamps came about through their adoption by hundreds of commercial concerns, and millions learned from poster stamps of the charm, usefulness and wholesomeness of the wares of alert advertisers. Any concern with goods or services to advertise found this an expressive medium.

The collection of poster stamps became a national game, not equaled before or since except, perhaps, by the jig-saw puzzle, which took possession of the country in recent years. And now that the jig-saw vogue has subsided, the oncoming poster stamp collection vogue may offer a new challenge to millions seeking enjoyable diversion.

The poster stamp has great educational possibilities. The catalog of an enterprising collector, issued about 1916, shows series advertising the Panama-Pacific Exposition, Indian subjects, the ships of the United States Navy, German military uniforms, fairy tale characters and an endless number of educational subjects. Steamship companies took collectors around the world on these little magic carpets with gummed backs.

During the poster stamp collection vogue of the pre-war era, in response to the universal urge for "joining" something, especially among children, numerous clubs or leagues were formed, the members of which procured poster stamp issues, in series or singular, and exchanged their duplicates among fellow collectors. Some of these clubs reached many thousands in membership. Just as Walter Damrosch, through his radio broadcasts, has taught an appreciation of music to millions of people, so the poster stamp, through its enormous channels of distribution, can be a large factor in teaching the American people to appreciate art.

When the country entered the war the collection of poster stamps gave way to that of war savings stamps, and advertisers generally discontinued their distribution, centering their efforts on strictly essential enterprises designed to help win the war, but not altogether. Each year millions of anti-tuberculosis seals, little sisters of the poster stamp, have been distributed. Many million portraits of Washington, on gummed paper, were distributed in commemoration of the two hundredth anniversary of his birth. During the years when the poster stamp collection has not maintained the aspects of a vogue, other uses have been found for these tiny posters. A poster stamp, for example, advertises the State of Minnesota as a year-round resort.

But not everything that masqueraded as poster stamps in the heyday of their popularity was true to name. Many artists, lacking knowledge or appreciation of the poster motif, produced designs for unattractive gummed stickers which did them little credit.

There are signs which indicate that there is now a renaissance of the poster stamp, and for good reason, because this medium plays an effective role in merchandising and advertising plans. Already some advertisers in search for novel premiums are considering poster stamps and albums in which they may be preserved for advertising purposes. Several national advertisers are offering, in their radio programs, foreign and domestic postage stamps.

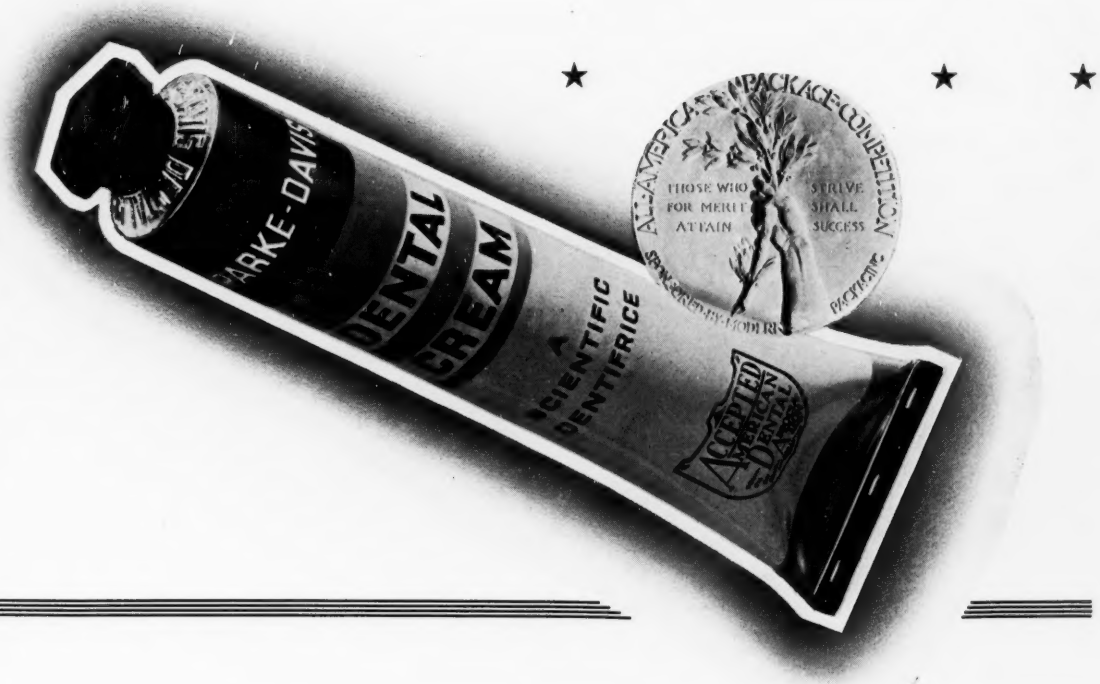
American advertisers, industries, institutions profiting by nation-wide promotion, are overlooking a good bet in not recreating the poster stamp hobby, which, like many another inexpensively produced package premium can be made a great sales puller. We often will go out of our way to indulge in a hobby where we would hesitate to spend a thin dime otherwise.

To keep these poster stamps in the buyer's hand the logical medium is a gummed label, ready to stick into a poster stamp book. The stamps stuck up in a collection book are most alluring, and develop a strong incentive to increase the collection. Therein lies their sales developing power. Colorful poster stamps, designed by able artists, can be used to sell candies, cigarettes, soaps, any number of low priced repeat sales articles, if the premium offer is fully exploited. An idea is to offer a collector's book for so many wrappers or cartons, and as the collector already has that many stamps accumulated for his book, it starts him off right happily toward increasing his collection.

Prizes might be offered for complete sets of stamps issued by a manufacturer. Let us assume that 4 sets of 25 stamps are issued, for a 5-cent article. Five dollars worth of goods are sold and a prize of five or ten packs of the product, redeemable at the dealers, would be an incentive to any youngster.

The cost of production is very low when it is figured that 25 poster stamps can be (*Continued on page 191*)

IT'S A TURNER TUBE, AGAIN



The 1934 All-America Package Competition medal, awarded this Turner-made Parke-Davis Dental Cream tube, is a significant recognition, indeed! But there is another outstanding award that has been been coming to us, month after month, and year after year. We refer to the constant stream of orders, and reorders, that manufacturers of various tube-packed products have favored us with through all these years—orders that recognize our unique efficiency in the production of sound and perfectly decorated tubes in any desired quantity—and dispatching them to manufacturers on schedule time.

If you value sturdy, fine tube containers for your products—if you want to be sure of procuring perfect containers, even when made on "rush orders"—in short, if you are interested in a producer of quality tubes, who is concerned in your production and sales problems, write, wire, or telephone—

TURNER
WHITE METAL CO., Inc.
NEW BRUNSWICK, NEW JERSEY
Good Tubes Since 1898



Here are the cup winning packages in the competition held at the New Yorker Hotel, Jan. 17 to 19, under the sponsorship of the "Syndicate Store Merchandiser." The exhibit included 5- and 10-cent packages only and the contest was judged by Ruth Fleischer, George Switzer and William F. Longyear. Entries were submitted by about fifty manufacturers

IN RETROSPECTION AND ANTICIPATION

(*Continued from page 62*) and single-shell metal types. Also tamper-proof closures of various types. Secondary bands or caps likewise came into prominence and were widely used.

Printed transparent cellulose, applied as wrappings or used as bags continued in high favor, and certain types of rancidity-resisting wrappings were introduced. The use of foil wrappings increased, other elaborations of this material being in the form of bags. Similarly, foil labels were in greater evidence than previously. Many new designs in fancy and decorative papers for box coverings and wrappings were in evidence, as were also new colors and patterns as applied to printed string.

These are but a few of the high-lights of the 1934 packaging picture. The next twelve months will flash many more, for the industry is just beginning to find its stride as a recognized asset in the constant urge for competitive sales.

CREATING QUALITY ATMOSPHERE FOR PRODUCT ACCEPTANCE

(*Continued from page 138*) tles and jars, the uniform brown printing and the simple, plain designs on both bottles and jars undoubtedly have a great deal to do with the effect of the entire ensemble.

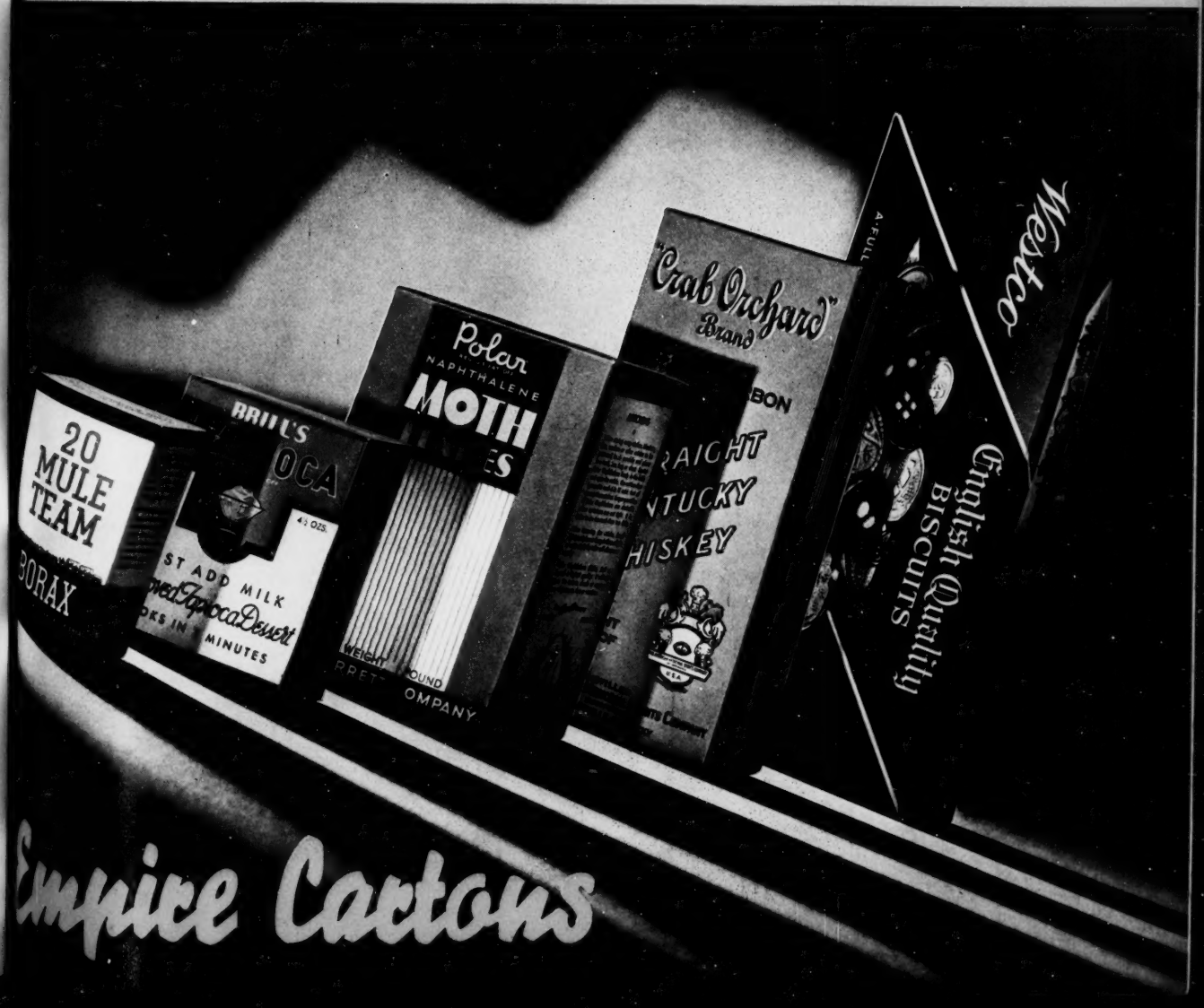
For culinary herbs, Mary Chess' second line—quite distinct from the cosmetics and yet quite as individual—seamless transparent containers are used almost entirely. For the larger quantities of herbal teas, glass jars of clear glass with black enameled, metal screw-on covers are used. For the same size of potpourris of roses and other flowers, glass jars with molded urea formaldehyde covers. The colors of the herbs showing through the glass make a rich contrast to the beige brown and red of the labels. For smaller quantities of herbs for cooking, seamless transparent containers with aluminum shallow screw-on caps are used.

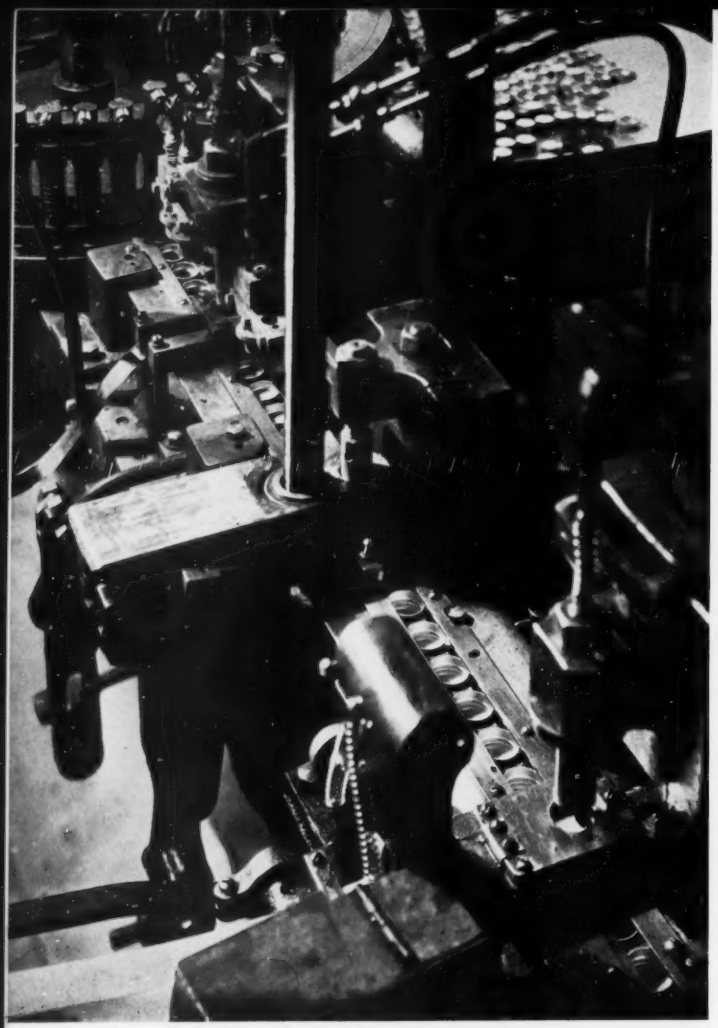
Her packaging activities, however, are not limited to boxes, bottles and other rigid containers. A number of smaller objects like sachets and specially shaped pillows to fit under the nape of the neck are wrapped in transparent cellulose. A small sachet so wrapped is topped with a quaint corsage of old-fashioned straw flowers. And so on. But these are incidental. They only serve to show further the imagination and good taste which have helped her products to sell so remarkably, to date.

IN the illustrated article in the January, 1935, issue featuring several products of the A. & M. Distributors, we failed to include the fact that the closures on the glass packages are Anchor "D" Caps, manufactured by Anchor Cap & Closure Corporation. We regret that this omission occurred and take this opportunity to extend the proper credit.—EDITOR

Add Glory

TO even articles of humble use, Empire Cartons add a glorifying influence. To things of more luxurious background, an Empire Carton is the cloak that protects and identifies. Here at Empire we are proud of our designing ability, but we're even prouder of the mechanical skill that has made many of the country's leading industries look to us for a dependable source of cartons. Printing of unusual excellence; accuracy to an almost unbelievable degree; service that takes the impossible demand right in our stride . . . all these and more are included in every Empire job but never in the estimate. Concrete evidence of Empire's reputation for improving quality and lowering costs is Britecote, the new Empire stock which provides several exclusive and superior features, not the least of which is a worth-while saving in cost. A good idea would be to send us a sample of your present carton and permit us to show in detail how we can either cut its cost or improve its effectiveness. Empire's service and design departments are always at your command. EMPIRE BOX CORPORATION, 60 East 42nd Street, New York; 330 S. Wells Street, Chicago. Factories in New Brunswick, N. J.; South Bend, Ind.





Wine caps in the making. The machine fits the foil-faced liner into the cups. Gutta percha is used as an adhesive

THE MATERIALS OF PACKAGING

(*Continued from page 105*) that preliminary threading and finishing are done at the seal mill; the cap arrives at the customer's plant ready to use.

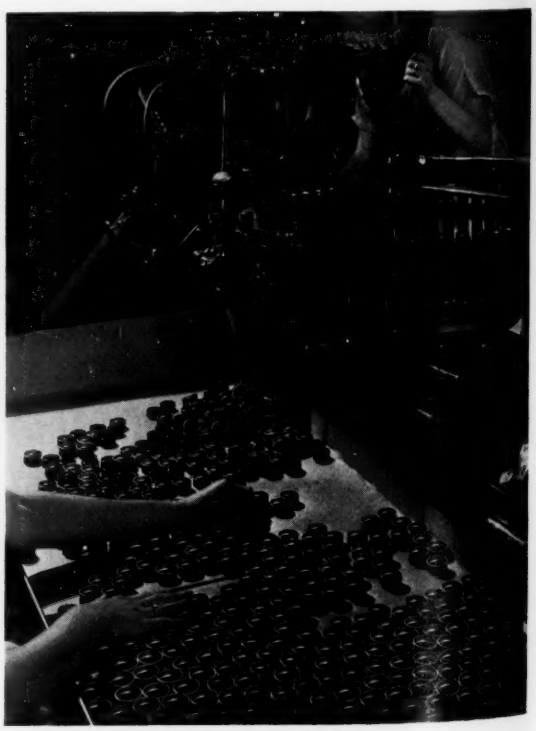
Completed screw caps are used alone where there is no particular need for tamper-proof features, yet a close fit is required. In some cases they are applied as an outer, replaceable cap over an inner seal with tamper-proof features. Their uses are varied, covering both the food and drug fields as well as the liquor industry.

A variation of the rolled-on cap, widely used for whiskey and gin bottles, is seen in a cap fitted with a locking ring which is attached to the cap by tiny metal bridges which break when the cap is twisted. The cap comes off and may be used as a reclosure. The ring remains on the bottle as visible proof of its having been opened. The seal is supplied to bottlers in the semi-formed state, the rolling and locking ring operations being performed after the bottle is filled. Another seal, fashioned along quite similar lines, possesses a metal band around the lower portion of the cap, which breaks at the sides when the cap is twisted. The band comes off; the cap may be used for reclosure purposes.

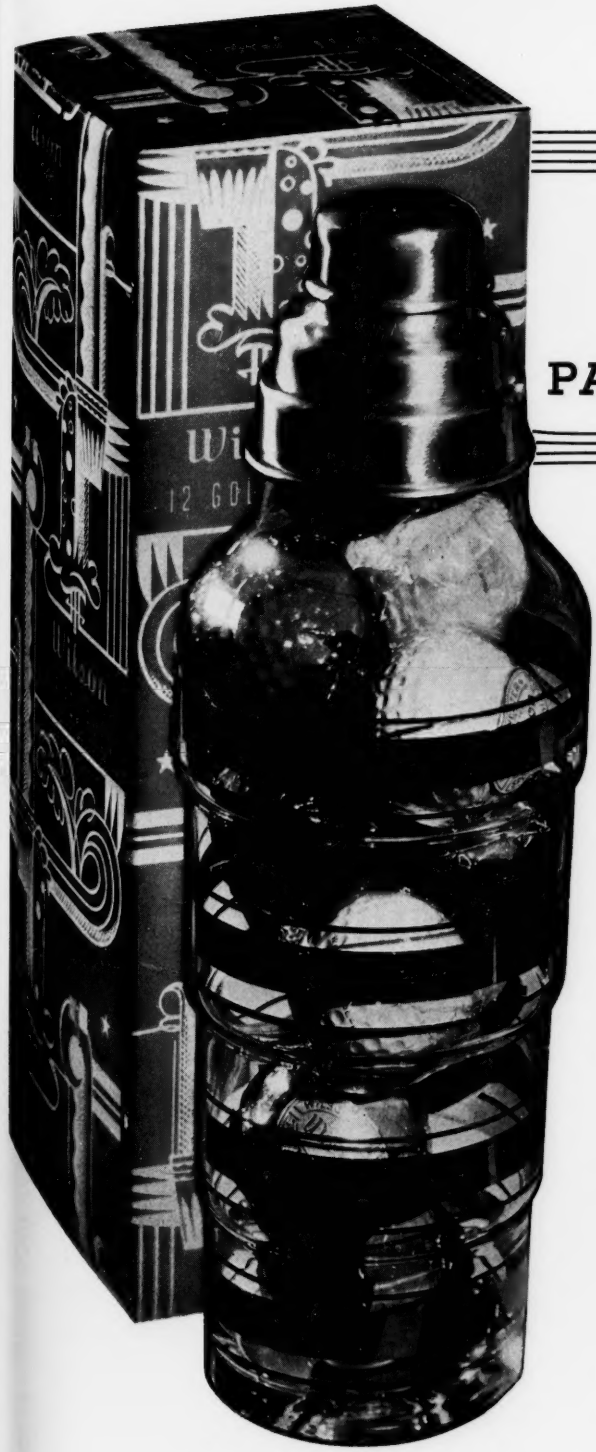
One type of threadless aluminum closure, familiar to packagers, has a tear-down tab to facilitate removal. The closure is made in three parts—an outer seal of aluminum which is blanked from a sheet in a single operation, a metal disk which fits under the aluminum seal, and a liner. The inner parts vary in some closures but the outer aluminum seal remains essentially the same in all of them.

A common use for this seal is in the food industry for containers for such products as ketchup, chilli sauce, vinegar, tea and similar items. It serves the drug trades for containers where tamper-proof protection is desired. Its use in the liquor industry has already been mentioned. Of equal interest is its application to glass containers for lubricating oil, a packaging scheme recently adopted by petroleum dealers to prevent bootleg activities and insure price value to the customer.

A type of seal not hitherto mentioned in connection with aluminum closures is the foil hood or capsule. At the present time, many dairies are using hoods made of aluminum foil for milk, cream and other dairy products. The hoods are blanked from a roll of foil (usually at the dairy), embossed and fitted snugly over the top of the filled bottle in one series of operations. The machines which apply the hoods operate at speeds ranging from 20 to 140 bottles a minute, depending upon individual requirements. The hoods are available in a variety of types, some with short skirts, some with longer ones which cover the entire finish. All are tamper-proof. Frequently, the aluminum foil hoods are lacquered in various colors or striped.



The caps, ready to be rolled onto the bottle, are carefully inspected by operators prior to packing



IS YOURS A "DIFFICULT" PACKAGING PROBLEM?

then PUT FEDERAL'S DESIGNERS ON IT

Selected by the judges from among scores of packages in the Miscellaneous Division of the All-America Package Competition was this cocktail-shaker re-use container for Western-Wilson golf balls, designed and manufactured by Federal Glass.

Selected, too, by thousands of Christmas gift purchasers this novel package sold merchandise at a time of year when golf-ball sales were formerly non-existent.

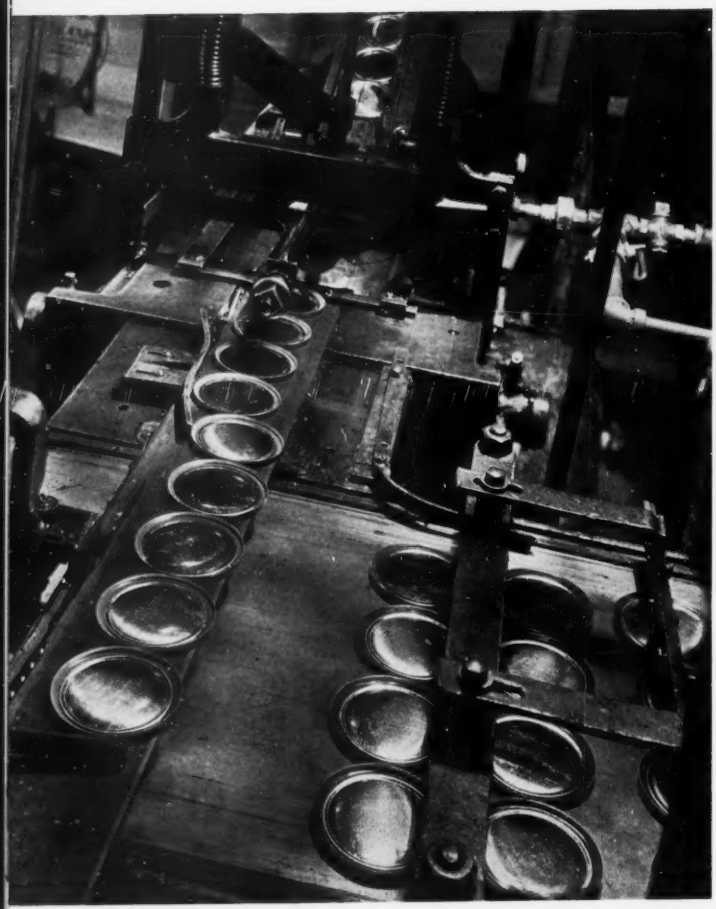
A Federal Glass container . . . of Standard or re-use type, can provide a similar impetus for your merchandise . . . can bring it into display position in the stores you want to get into, can bring your product over the counters and into the homes of the people you want to sell.

It takes smart designing, smart planning to create a winner . . . but Federal's designers have proved, in this and many other instances, that they can do the job. If yours is a difficult problem . . . put it before Federal's designers. No obligation.

FEDERAL GLASS CO.

COLUMBUS, OHIO

Baltimore, Md.—John C. Peters, Union Bus Term.
Birmingham, Ala.—J. A. Elliott, 732 South Twenty-ninth Street.
Boston, Mass.—V. J. Schlitzer, Statler Office Bldg., Room 806.
Chicago, Ill.—U. L. Conway & Associates, 1580 Merchandise Mart.
Cincinnati, Ohio—J. W. Smith, 1022 Chamber of Commerce Bldg.
Cleveland, Ohio—A. K. Einstein, Union Bldg.
Dallas, Texas—J. L. James, 5901 Belmont Ave.
Detroit, Mich.—J. E. McCluney, 840 Michigan Theatre Bldg.
Los Angels, Calif.—Himmelstern Bros., Cooper Bldg.
New York City—Herbert D. Dewar, Onyx Bldg.
Philadelphia, Pa.—John F. Lane, 350 Burd Bldg.
Pittsburgh, Pa.—R. H. Hughes, 1917 Clark Bldg.
Portland, Oregon—The Vinton Co., N. W. 5th Ave. & Couch St.
San Francisco, Cal.—Himmelstern Bros., 712 Mission St.
Seattle, Wash.—The Vinton Co., 505 Terminal Sales Bldg.
St. Louis, Mo.—J. Harry Page, 423 Planter Bldg.
Montreal, Canada—J. S. Mason Co., 715 Castle Bldg.



Latex rubber is applied by machine to these seals, used on thin blown tumblers. In rows, the seals pass into the oven where heated air dries them. They emerge from the oven ready to be packed for shipment to users

Capsules made of aluminum foil are employed on wine bottles. Available in a variety of colors, they form a dress top that is both attractive and protective. A special adhesive is used which dries to a firm bond, making it impossible to remove the capsule without destroying it. Foil capsules are shipped to the bottler in the form of cup-shaped hoods. They are applied by a machine which fits the capsules over the top and neck of the bottle, crimping it tightly to fit the contour of stopper and finish.

Dose cups made of aluminum, finished either in the natural metal or in colors, are popular for liquor bottles. Dose cups are blanked from a sheet; a second operation forms the wire edge and thread, thus preparing them for use on the threaded finish of the bottle. They are shipped to the customer ready to use.

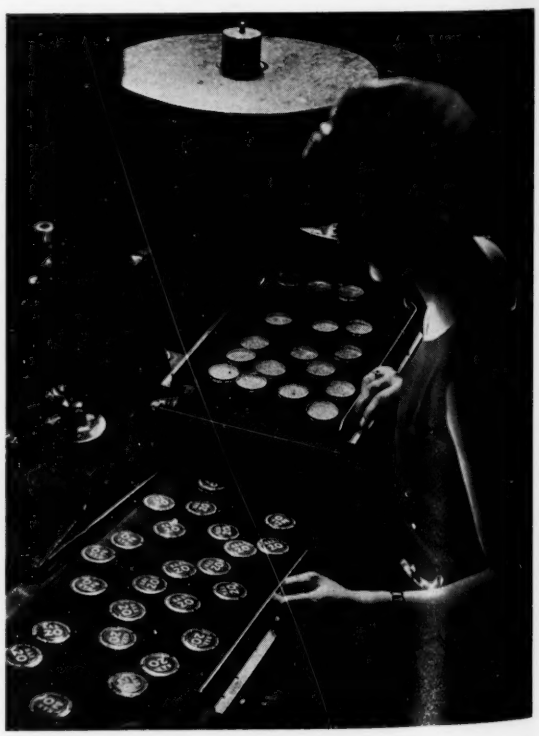
In general, aluminum closures have found widest acceptance where there is need for a serviceable seal of medium cost, possessing unusual protective properties. In specifying aluminum closures, it is well to keep in mind that simple designs are preferred, not only because they are easier and cheaper to produce, but because they are more in harmony with the modern trend, particularly as it applies to metal closures. Where intricate designs are desired in the closure, the bottler will save money by specifying a material other than metal.

The wide range of tempers and gages available in aluminum is an advantage in the closure industry. Seals sufficiently thin to tear or rupture easily are needed for certain uses; likewise, other caps must be sufficiently strong to withstand long-time service under difficult conditions. These qualifications are met adequately by the selection of the most suitable type.

The light weight of aluminum is as desirable in the case of closures as it is in other types of aluminum packages. Aluminum caps and seals weigh only a fraction of their equivalents in other metals and freight costs are proportionally reduced.

Ease of removal is highly desirable from all viewpoints. This feature is common to all aluminum closures and particularly true of those which are rolled onto the bottle top. The metal lends itself well to this process and the resultant cap fits perfectly, regardless of minute variations in the glass, and may be removed and replaced without undue fuss or bother. Other aluminum seals, such as those made with tear-down tabs, likewise come off easily, without loss of temper or the need for tools.

On page 154 may be seen a few examples of the newer types of aluminum closures. A complete list of these is extensive, and this is constantly increasing to meet the growing requirements of the packaging industry.



Inspection of oil seals. The turnover belt permits the operator to watch both sides for defective or damaged seals



CLIENT: BROWNE VINTNERS, INC., N. Y. C.
AGENCY: WHITE-LOWELL, INC., N. Y. C.



Again— PRIZE AWARD TO EINSON·FREEMAN

Again an "All-America Twelve" Packaging Competition Award goes to an Einson-Freeman creation—for novelty, ingenuity and smartly effective display of the merchandise—this time, the world-famous Piper-Heidsieck Champagne.

If you want *your* package display to be a "prize winner" in the strenuous competition at the point of sale, consult an Einson-Freeman executive — today.

EINSON·FREEMAN CO. INC.

Creative Lithographers Starr & Borden Aves., Long Island City, N.Y.

TEL. IRONSIDES 6-8900

A FEW OF THE NEWER TYPES OF ALUMINUM CLOSURES



Tamper-proof protection is provided by a locking ring which breaks loose when the seal is twisted



Aluminum dose cups, trade marked if desired, may be had in a wide variety of colors and sizes



Oil companies find that customers like to see what they buy. Protection from tampering and substitution is insured by means of identifying, yet easily removable aluminum seals



Thin blown glass tumblers have met with favor from tea and other food packers. Here the use of aluminum closures has brought similar approval

NOW IS THE TIME TO PREPARE EASTER LINES

and the ideal

EASTER TIE

EXCELL-O
REG. U.S. PATENT OFFICE
RIBBON

Licensed under U.S. Patent No. 1,406,148

How can you adjust your package to the seasons . . . catch that extra, *seasonal* interest which spells added window display of your product and added sales for you?

The answer, literally hundreds of manufacturers have found, is to use EXCELL-O Ribbon . . . the magnificent, lustrous, gay ribbon that focuses consumer attention upon your package and product. Dealers like EXCELL-O Ribbon for its cheerful, richly decorative colors and its demonstrated sales power . . . plenty of it! Yet, because it is easy to tie and extremely inexpensive, you can use it at trifling cost while raising sales appeal ten-fold!

Write today to Freydberg Bros., Inc., 45 West 18th Street, New York, N. Y., for full information and sample yardage of the ribbons shown within this folder, or for other ribbons best suited to your needs. Or better yet, send a sample of your present package. We will return it to you attractively tied with EXCELL-O Ribbon.

FOCUS CONSUMER ATTENTION ON YOUR PACKAGE!

EXCELL-O
REG. U.S. PATENT OFFICE
RIBBON

Licensed under U.S. Patent No. 1,406,148

made of

Cellophane
TRADE MARK

FREYDBERG BROS., Inc.
45 West 18th Street
New York

CONTINUOUS ADVERTISERS SINCE 1927

American Can Co.

Louis Dejonge & Co.

Dexter Folder Co.

J. L. Ferguson Co.

Hampden Glazed Paper & Card Co.

Kalamazoo Vegetable Parchment Co.

Keller-Dorian Paper Co.

Kimberly-Clark Corp.

Package Machinery Co.

Pneumatic Scale Corp., Ltd.

F. B. Redington Co.

Riegel Paper Corp.

Stokes & Smith Co.

SPEAKING OF STABILITY...

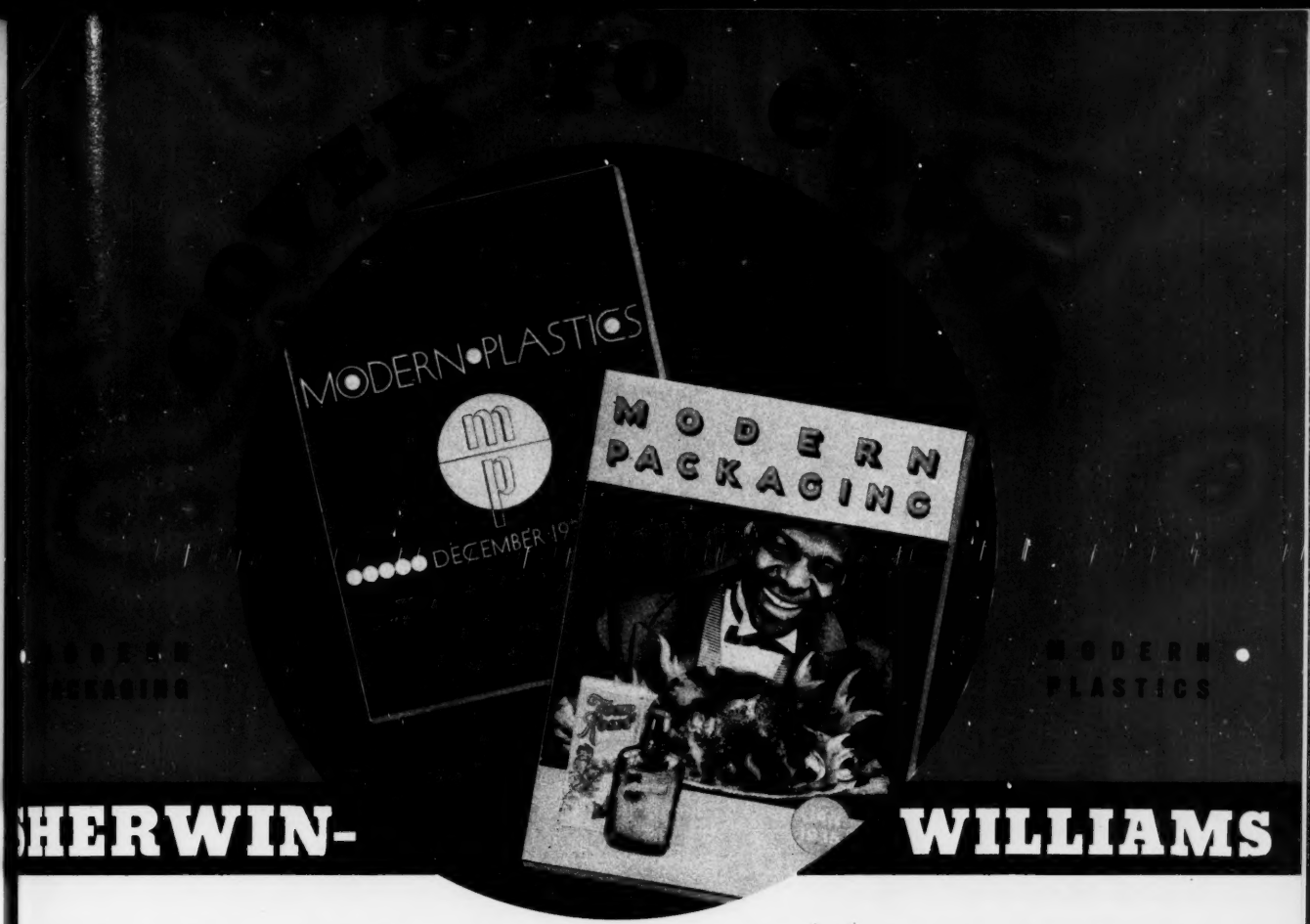
There are two ways of judging a publication. First by the number of its advertisers and the volume of space they purchase. Secondly, by the number of advertisers retained over long periods of time.

By the first criterion, Modern Packaging stands among the top three or four papers in the entire trade journal field. This is the largest issue we have ever run. Every issue, for eighteen months past, has been larger than that of the same month a year earlier. And today, Modern Packaging has 112 contract advertisers on its books.

By the second standard, Modern Packaging boasts a record unique in the annals of trade journalism. Since 1927 *twelve* leading firms in the field have advertised *continuously*. In spite of depressions, in spite of changes in management, staff or conditions, each of these firms has placed a schedule of advertising every year since the inception of this publication. Moreover, each year, the total spent by these twelve has exceeded the total of the year before.

There, we submit, is a record of stability unmatched in publishing . . . the strongest claim which any publication can make for the value of its advertising space.

MODERN PACKAGING



SHERWIN- WILLIAMS

SPIRIT LABEL VARNISHES

Speaking of varnishes, the unvarnished truth is this: Modern Packaging and Modern Plastics wanted their dress to live up to the "modern" half of their names. This meant varnishing their already unique covers. And it meant trying and testing varnish after varnish. Sherwin-Williams Spirit Label Varnish was superior, and there was no hesitancy as to choice. From now on you'll look at both magazines through a clear, clean, transparent varnish coating. Modern Packaging and Modern Plastics carry Sherwin-Williams Spirit Label Varnish from cover to cover.

And Sherwin-Williams products continue to "cover the industrial world." Your labels, your paper packages, your metal containers, your machinery, your walls—Sherwin-Williams paint and finishing engineers will help you reduce costs by the proper application of the proper finish for your problems. The Sherwin-Williams Co., Cleveland, Ohio, and all principal cities.



SEE THE SHERWIN-WILLIAMS FINISHING ENGINEER

SHERWIN-WILLIAMS PAINTS

INDUSTRIAL FINISHES



SHERWIN-WILLIAMS PAINTS



ARMCO

MIDDLETOWN, OHIO

SAYS ARMCO: "Armco believes not only in maintaining quality in product, but also in maintaining mill buildings and equipment in tip-top condition. The proper painting of interior and exterior surfaces receives most careful study.

"Armco Mills are devoted to the manufacture of special analysis iron and steel sheet metal; and many revolutionary developments designed to improve quality, as well as increase production and reduce manufacturing costs, have been developed in Armco laboratories and mills.

"In this work Sherwin-Williams Paint Engineers have been able to help Armco systematize and standardize our painting in the interest of both appearance and economy. The American Rolling Mill Company has placed painting on a scientific basis. Not only do we consider the effect of color in relation to accident prevention, but we follow the standards which have been developed for painting pipe lines and other mill equipment. We also follow the indexes to color, and the indexes to surfaces to be painted, as well as the standard instructions for the cleaning and painting of surfaces."

ANSWERS

1 Machinery in the lighter colors helps to keep a plant clean.

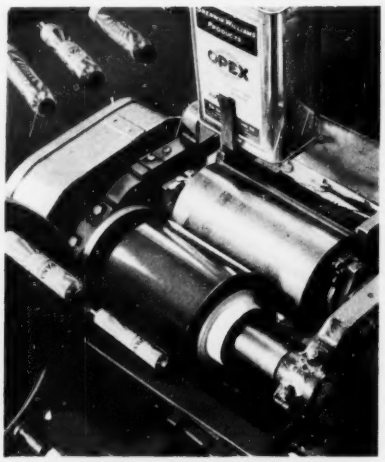
2 Black on yellow is the color combination of greatest visibility.

3 Never wipe a paint brush on the side of a pail. This causes varnishes and enamels to "air bubble", the bubbles later showing as minute specks on the job. It also causes paint materials to dry on the edge of the pail, and the brush will pick up small pieces of dried paint skins and particles of dust that will get on the job.

4 If your eye is experienced in color judgment, you will see that most white paints have a slight bluish cast.

5 One manufacturer painted all trucks, cranes, hoists and other objects that are likely to lead to accidents, vivid red and orange. The colors made them so visible that accidents were reduced.

6 A sight meter in the hands of a Sherwin-Williams Paint Engineer will probably show you how you can save money through better light by proper painting.



SUN TUBE

HILLSIDE, N. J.

The finish on your tooth paste tube is subject to mighty severe tests. It must withstand bending, crinkling and scratching. It must be resistant to soap alkali, hot water, or chemicals in the medicine chest —a big order for a finish. Sherwin-Williams Opex Tube Lacquer guards that finish which signifies more than a good tube—it bespeaks quality within the tube. Peeling or discoloration would damage the reputation of the product. IPANA depends on Opex Lacquer to maintain the symbol of quality.

From a manufacturing angle Opex Lacquer talks profits. It covers evenly at a mere fraction of paper thickness—which means production economy. Its rapid drying quality overcomes production delay.

Let the Sherwin-Williams Paint Engineer help you solve *your* finish problems.

PAINT FOR PROFIT

This book will tell you more about paint as an aid to your problems than you've ever read before. Paint as a means to better production and lower unit costs is its message. It is full of interesting data about paint and color in general, and Sherwin-Williams paint engineering service. It is designed to answer your questions about plant conditioning, and to aid you in all plant and maintenance painting. A copy awaits your request.

PAINT ENGINEERIN

Paint Engineering has become an ex science in the hands of the Sherw Williams technical and research sta Most of your problems can be handled the S-W Paint Engineer—those that are knotty for quick relief will be promp dispatched to headquarters for study a solution. The vast amount of technologic data accumulated by all branches of T Sherwin-Williams Company is at yo beck and call. Call on the paint engine ing department for plant painting. Call the finishing engineers to help you your product finishing costs.



CELLULOI CORPORATION

NEWARK, N. J.

It takes an abundance of diffused light follow through operations on celluloi Careful inspection of every sheet and ever product at the Celluloid Corporation is most important part of the manufacturin process. Save-Lite, by keeping walls an ceiling in excellent condition, helps kee plant and machines scrupulously clean. speck of dirt means a costly flaw in th finished product. Semi-transparent fou tain pen barrels or soft pastel colore boudoir sets, for instance, reveal any im purity that might accidentally enter th mixing batch.

Fumes in this plant ar a grueling te for a white paint, but Sav Lite has prove fume resistant and equal to the exceptiona demands made upon it.

THE SHERWIN-WILLIAMS CO

Administration Offices: CLEVELAND, OHIO • Sales offices, factories and warehouses in principal

World's Largest Manufacturer of Paints, Varnishes, Lacquers, Enamels and Stains



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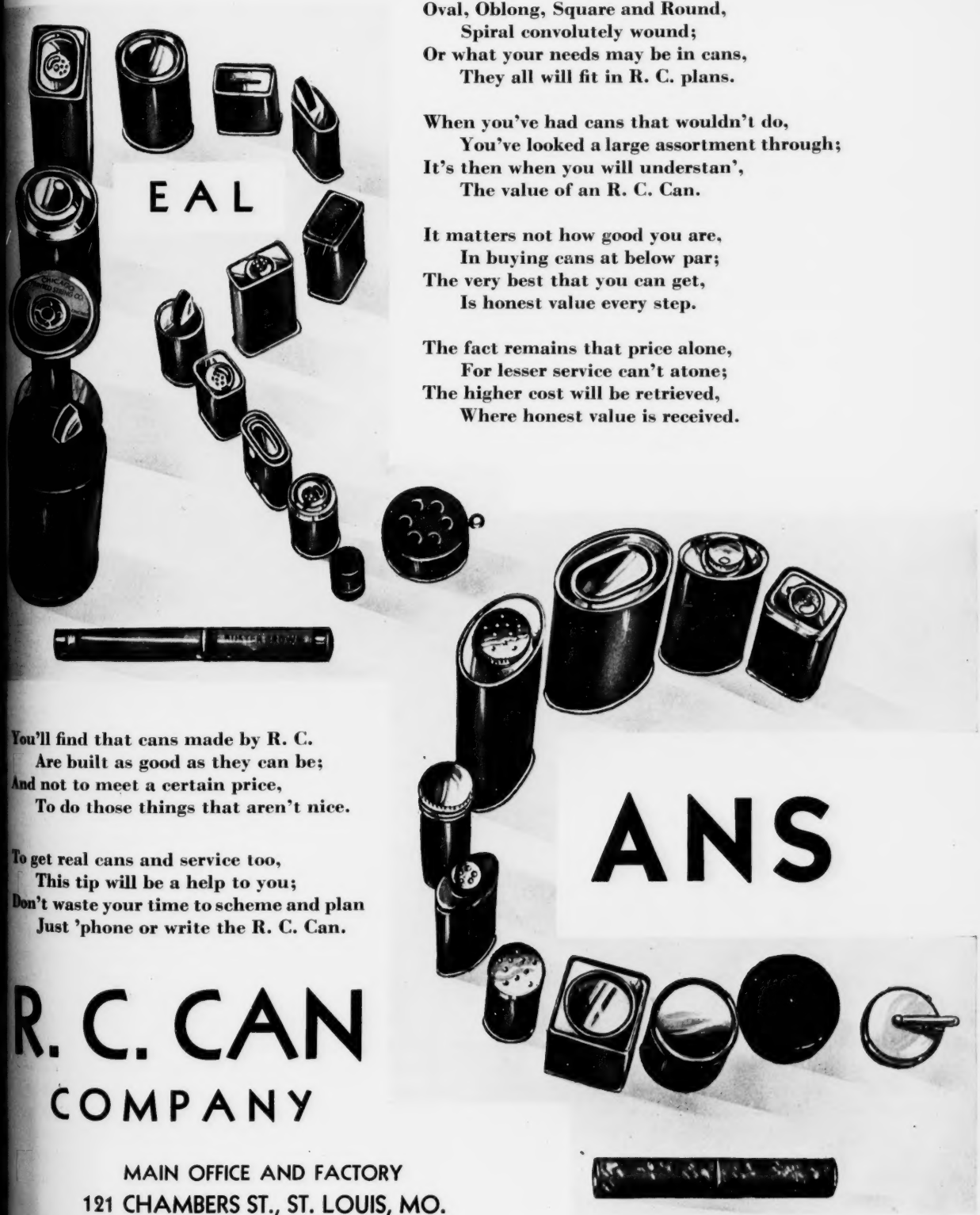
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2809 E
KANS

SALES



Oval, Oblong, Square and Round,
Spiral convolutely wound;
Or what your needs may be in cans,
They all will fit in R. C. plans.

When you've had cans that wouldn't do,
You've looked a large assortment through;
It's then when you will understan',
The value of an R. C. Can.

It matters not how good you are,
In buying cans at below par;
The very best that you can get,
Is honest value every step.

The fact remains that price alone,
For lesser service can't atone;
The higher cost will be retrieved,
Where honest value is received.

You'll find that cans made by R. C.
Are built as good as they can be;
And not to meet a certain price,
To do those things that aren't nice.

To get real cans and service too,
This tip will be a help to you;
Don't waste your time to scheme and plan
Just 'phone or write the R. C. Can.

R. C. CAN COMPANY

MAIN OFFICE AND FACTORY
121 CHAMBERS ST., ST. LOUIS, MO.

2809 E. 14TH ST., KANSAS CITY, MO.

RITTMAN, OHIO

SALES OFFICES: Saint Louis, Rittman, Ohio, Kansas City, Atlanta, Dallas, Detroit, Fort Worth, Houston, Louisville, Memphis, Minneapolis, New Orleans, Omaha, Pittsburgh



PACKAGE IDENTIFICATION AND PROTECTION

by Waldon Fawcett

MAKING official studies of packaging is not to become a lost art, as many members of the packaging industries had reason to apprehend. An internal reorganization, recently carried out at the U. S. Bureau of Foreign and Domestic Commerce, is the means of reviving confidence that Uncle Sam will ultimately do worth while work as an impartial and commanding examiner of packaging policies, practices and trends. Packaging, as such, isn't a pillar of the initial program of work of the new Marketing Research and Service Division. But there are indirect contacts from the start. And, ultimately, independent investigations of packaging are to be hoped for.

While indirect as to its effect on packaging, it can be expected that the new Marketing Research and Service Division of the Department of Commerce will offer some relief from the void created by the "administrative economy" which reduced the available supply of package data. . . . From nuts to plastics to sponges is the cycle which our Washington correspondent includes in this month's installment of his ruminations. . . . Also, when is a package insert a label? One answer is "When the Copeland Bill is passed."—Editor

What has cast down some members of the packaging community was the circumstance that, just when the first packaging adventure in investigation was in flower—that memorable sequel to the National Drug Store Survey—an administrative frost cut down to the roots the particular tree of knowledge from which that had sprung. With the budget of the Commerce Bureau cut in half, with hundreds of its trained employees turned out on the street and with merchandising and marketing divisions of the Bureau shot to pieces, the outlook for expert exploration of packaging was indeed gloomy. Even the subsection of the Transportation Division devoted to packing, packaging and shipping was shriveled by the sudden spasm of administrative economy that ushered in the New Deal in what had been President Hoover's pet institution.

Now comes the resurrection and the light for "neutral," first-hand research in packaging. A new unit, dedicated to Marketing Research and Service, has been created from the junked remains. Three erstwhile divisions, in particular, figure in the consolidation. Viz., the Division of Merchandising Research, the Marketing Service and the Domestic Regional Division. The fresh set-up hasn't been carelessly thrown together, either. The layout is in accordance with recommendations made by the Committee on the Elimination of Waste in Distribution of the Business Advisory and Planning Council for the Department of Commerce. For the sake of specialization, the new unit is broken down into a retail trade section, a wholesale trade section, consumer market section, trade association section, market data section etc.

Officials of the new clearing house tell me that they have no immediate plans for surveys or studies focused solely on packaging. But a number of their pending projects are expected to assay important facts on packaging, just as valuable data on package-preferences etc. was yielded by the Louisville grocery survey and the St. Louis drug store survey. Particularly will an unusual and authoritative slant on packaging be obtainable from the studies to be undertaken in the consumer field. On the other hand, prime opportunity for the economic vindication of packaging should be afforded by the comparisons which are to be made of the costs involved in the distribution of manufacturers' products through the various sales channels. Finally, it may well fall out that new light will be shed on packaging by the project just announced for a census of cooperative and consolidated delivery systems throughout the country.

Trickling through to business circles during the year 1935 will come the first yield of packaging information from the most important new source of statistical information. The Census of American Business was authorized more than a year ago under the Federal Civil Works Administration. (*Continued on page 193*)



The Beauty of Kimpak

(REG. U.S. PAT. OFF.) & REG. IN CANADA

CREPE WADDING

will make your product more attractive

KIMPAK Crepe Wadding will do more than protect against shipping damage and breakage, save time, labor and money in packing. It will also increase the attractiveness of your product, make it more salable. For articles which must be attractively packaged, there are many beautiful forms of KIMPAK, either plain, or backed with glassine in a wide variety of colors. A sample of one of these forms—that's used as a wrapper for the 1935 PACKAGING CATALOGUE—is shown below.

No matter what your product—a dainty cosmetic or a refrigerator—KIMPAK will protect it against mars, scratches, or breakage during shipment. And KIMPAK, because it is so easily applied, is economical to use.

KIMPAK is soft and resilient, free from dirt and foreign substances. It comes in rolls, sheets and pads of various thickness—a form for every purpose.

Let us show you how KIMPAK will solve your shipping problem economically. Mail coupon for FREE portfolio of KIMPAK samples.

free
1935 PORTFOLIO OF KIMPAK
MAIL COUPON

Sample of 4-ply Whipcord Embossed KIMPAK backed with Riegel Plaid Embossed Glassine. This is the form of KIMPAK that was used as a wrapper for the 1935 Edition of PACKAGING CATALOGUE, see illustration.

KIMBERLY-CLARK CORPORATION, Neenah, Wis.

8 S. Michigan Ave., Chicago — 122 E. 42nd St., New York City — 510 W. 6th St., Los Angeles



MP-2

KIMBERLY-CLARK CORP., Neenah, Wis.

Address nearest sales office: 8 S. Michigan Ave., Chicago; 122 E. 42nd St., New York City; 510 W. 6th St., Los Angeles.

Please send us 1935 PORTFOLIO OF KIMPAK.

Company .....

Attention of .....

Address .....

Our product is .....

PACKAGING FALLACY NO. 3

(*Continued from page 116*) those products which are sold to, and used solely by other businesses, wherein lies the difference between various products which are sold through retail stores, each of which is earnestly attempting to win the dollars from the purchase allotment of Mr. and Mrs. Consumer?

Inherent within every product that is sold there is something which makes it seem of more value to the consumer than the money he gives in exchange for it. What are these things? In the life insurance policy it is obviously the protection of one's loved ones. In the installation of piston rings in a motor, which is pumping oil, it is to save money. In the machine that packages products at the rate of hundreds a minute, it is to save time. In the purchase of a vacuum cleaner, it may be convenience or to save labor. The sale of cosmetics would fall off almost completely were it not for the appeal of beauty and the attraction of the opposite sex. In the sale of a $3.00 box of candy it is to secure the good opinion of others. And how many dinners are planned to emulate persons in higher social spheres, or club memberships, liquor and other entertainment in an effort to be popular? Every business is alike therefore in the respect that *the product sold must appeal to some human desire.*

In the second place, it is a fact that most products are sold only after consumers have been *informed* of the joy and satisfaction which the purchase and use (or consumption) of the product will bring. In the case of a nickel bag of lemon drops, the sight of the candy alone will be sufficient to appeal to the appetite, and, since the purchase price is low, the element of "taking a chance" comes into play. So the purchase is made without much deliberation. But take the $5.00 razor blade stropper which I bought several years ago, and on which I most certainly was unwilling "to take a chance," for the purchase price was too high. I had to be informed of several things: it would sharpen many different types of blades; it would pay for itself in the savings I would make; it was a real stropper, made by a thoroughly reputable manufacturer, who would stand behind it, etc. And when my caution had been satisfied on those points, and only then, did I pay the retailer the five dollars, assured that I was getting a real machine and not a toy. So the consumer needs to have *information about the product* before he or she will part with cold dollars for the possession of it.

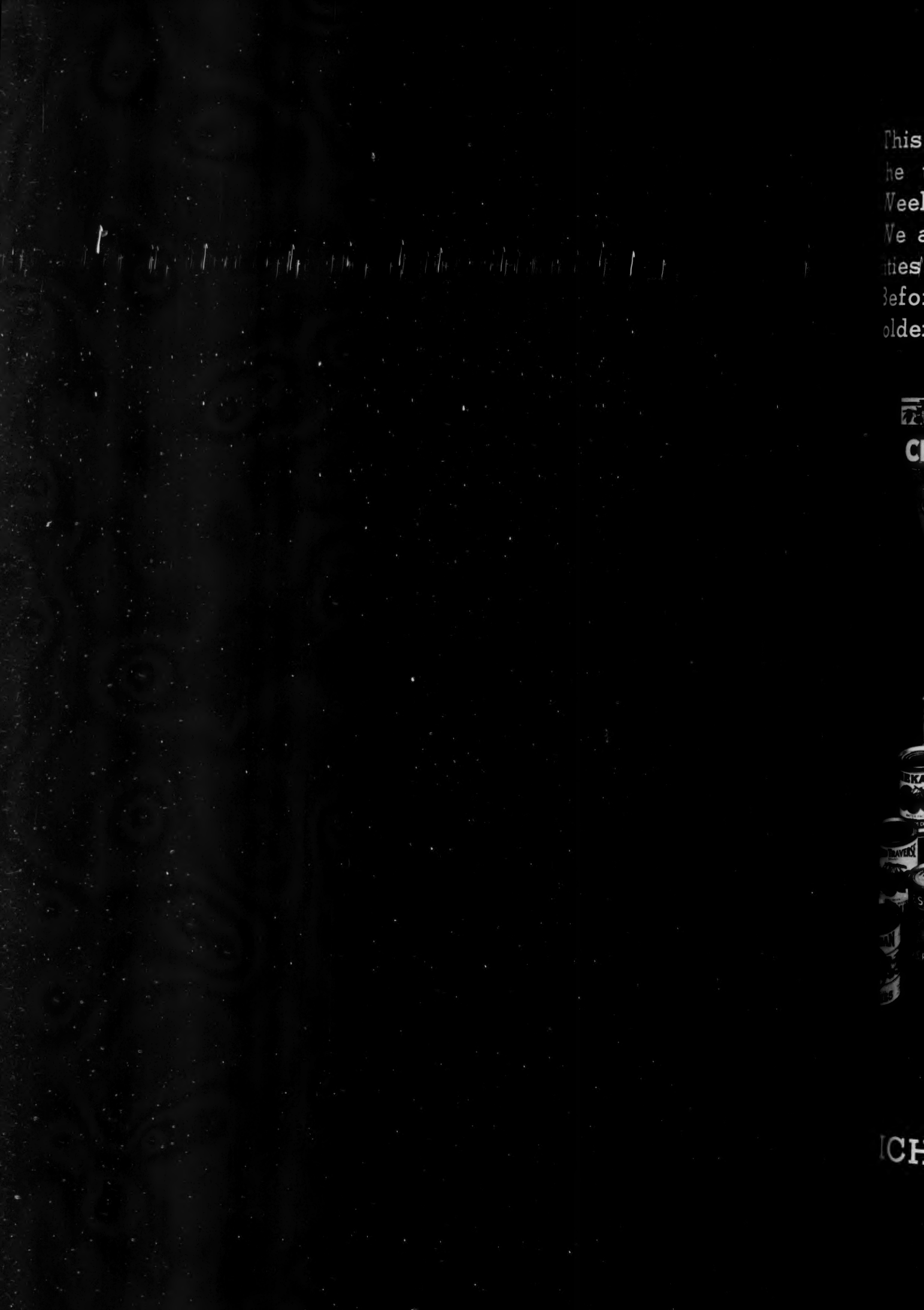
Next, the consumer must be assured that he is "getting his money's worth." By this I don't necessarily mean the greatest volume (except the case of the kiddy who wants the largest piece of candy his penny will buy) but the greatest satisfaction and enjoyment. True, I would be getting more for my money by buying a box of fifty of my favorite cigars, but I'm bound for the club for an enjoyable afternoon of golf, and the box of ten cigars, in a size that readily slips into my pocket, better suits my needs so the comparatively higher price is readily paid, and I'm satisfied of getting my money's worth, because of the *convenience* of that package.

And finally the product must be where I can readily see it—preferably out on the counter of my favorite store—else it is truly an unknown, I never buy it, to the loss alike of the manufacturer and me! There may have been a time when consumers would go looking for something new and different, but in this day of keen merchandising—with the emphasis placed on open display—it is not a matter of looking in out of the way places for things. It's decidedly a question of choosing between the many products placed out in front of me—all of which I cannot buy—the competitive superiority of packaging and presenting a sales story that will appeal to me, helping me make my choice and purchase.

Thus it would seem that all products, intended for Mr. and Mrs. Consumer, possess many characteristics which are decidedly alike, particularly in the way they are presented to their public, and much of the supposed "difference" is largely a figment of the imagination of the manufacturer. If this theory is sound—and my experience with hundreds of manufacturers making all kinds of products proves to me that it is—let us look into one of the most complicated, highly competitive and least understood businesses and see whether or not modern packaging has a place and function to perform, in helping tell a more intelligent, and hence more profitable, sales story.

Up until a few months ago I am free to confess that if any one had suddenly asked me what kind of casters we had on our beds I would have been at a loss to answer with any degree of accuracy. Ask my wife and she would have probably said: "the kind the manufacturer of the beds thought should be used." And so far as really answering the question, her answer would be as unenlightening on the subject of casters as would the lack of any answer on my part. Search the newspapers and magazines for information on casters, and it would be readily apparent that no caster manufacturer thought there was any need to inform consumers about casters in general, or his in particular. Even go to the trouble of visiting your neighborhood hardware store and at best you would find one caster tacked on a board, or possibly an inexpensive box holding a couple of dozen, hidden away with those thousands of other "gadgets" in drawers, bins, etc., that make a hardware store what it is.

Recognizing this utter lack of any "consumer consciousness" on the subject of casters, Clarence B. Noelting, director of sales of the Faultless Caster Corporation, Evansville, Ind., decided that it was high time to do something about it. One phrase from a business article on modern packaging he had read stuck in his mind: "In every retail establishment today a bitter battle is being waged. The Battle of the Brands—a race for consumer attention, acceptance and purchasing. In order to win, the package must be styled (designed) to harmonize with the pleasure, benefit or satisfaction that the possession and use of the product will bring the consumer." With this thought as a yard



This complete campaign was prepared for the promotion of he use of Cherries in connection with National Cherry Week, February 15-22, (inc.), by our promotion department. We are producing the labels shown below in large quanities to the complete satisfaction of the Cherry Industry. Before you specify or purchase labels, booklets, inserts, olders or displays . . . . . consult Michigan.



MICHIGAN LITHOGRAPHING COMPANY

GRAND RAPIDS, MICHIGAN

stick, he studied his many different packages and found them woefully wanting. Not alone did they fail to do anything to sell "Faultless" Casters, through picturing the "pleasure, benefit or satisfaction" the consumer would receive. They weren't even consumer packages—just twenty-four casters dumped in a carton, mighty little better than the open cracker barrel at the old-fashioned country store of days gone by, about which he had many times laughed.

He next studied his product to determine the advantages it contained from the consumer's point of view. His casters were smooth and quiet in operation; they would make the heaviest piece of furniture move easily. They were built so sturdily that they would give long, satisfactory service. There were different kinds of wheels, each designed to protect a particular kind of floor, or floor covering, and they were so low in cost that most any housewife could readily afford to replace entire sets of casters for an insignificant sum without missing it, saving her time, effort and making her housecleaning a great deal less arduous task.

"Replacing entire sets of casters"—instead of the consumer buying a single caster to replace a broken one—that was an idea worth talking about. For not only would it insure the housewife getting greater satisfaction, but think what it would do to the company's sales to sell sets of four casters rather than single casters!

But about that time the problem became complicated—there were literally hundreds of different kinds and sizes of casters, five different kinds of wheels that could be used, and several different finishes of the casters, to harmonize with the furniture! Even though the company packaged similar sized casters in the same sized packages, twenty-five or more different sized packages would be required, and think what they would do to the packaging costs. And what a headache there might be trying to keep an adequate stock of each kind of package on hand to meet a varying demand!

These and other problems had to be met and solved to make the repackaging practical and feasible. The first step was to divide all Faultless products into six major classifications: Wood Furniture Casters, Metal Furniture Casters, Flat Top Plate Casters, Crib and Tea Wagon Casters, Office Chair Casters and Flexible Cushion Glides. The next step was to develop the smallest number of different sized packages that would effectively hold the wide range of sizes in the casters made, four casters to the package. Then it was necessary to adopt a package that would be economical in cost, adaptable to automatic machinery and which would carry the contents to the ultimate consumer in perfect shape, allowing for inspection at the retail store before buying. With these considerations disposed of, the package design was set, with the needs of the retail hardware dealer in mind as well as those of the consumer. An analysis of sales formed the basis on which the quantities were determined, for each size and kind of package that could be profitably purchased. With cost figures, the entire repackaging plan was found to be both a practical and desirable procedure.

A Peters style folding carton was the mechanical construction selected as being the best for this particular product. The package design was exceedingly simple in its characteristics: an illustration of the particular caster against a bright red band; ready identification of the trade name and the type of caster; line of descriptive copy written in terms of selfish interest to the consumer, and, finally, style number, type wheel and finish for the convenience of the dealer.

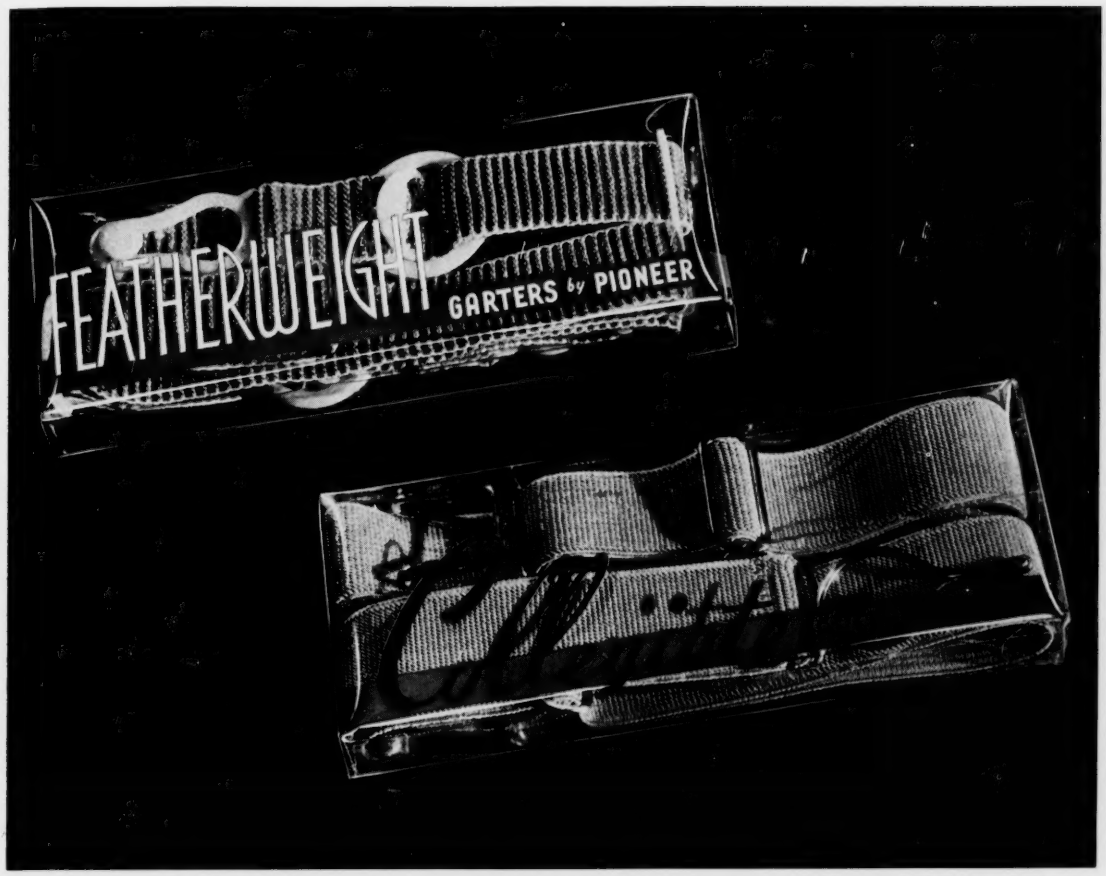
Opening the lid, the two notched inner flaps tell an informative story of the use of the particular casters in that package, written in brief paragraphs. The bottom panel of the carton also carries an informative story under the caption "A Word About Casters," with an offer of special help to the consumer—direct from the manufacturer—in the event the dealer cannot supply it.

The accompanying illustrations tell their own graphic story of the material improvement accomplished in the repackaging of "Faultless" Casters. The reception given these improved packages has amply justified the time, effort and money expended in their development and has constituted for the Faultless Caster Corporation a preferred position in the minds of jobbers, dealers and consumers because of their superior self-selling ability. Mr. Noelting is to be commended for the intelligence, vision and care exercised in making modern packaging work in the better and increased sale of Faultless Casters, just as it has done for many another manufacturer viewing his product through the eyes of his potential consumer-customers.

The complete repackaging of the Faultless Casters was executed by the following members of the Richardson-Taylor-Globe Corporation: Frank Marx, mechanical engineer; Stuart F. Ball, art director, and W. F. Deveneau, director of merchandising.



Imposing yet dignified packages combine graceful lines and practical shipping values for McKesson's Witch Hazel. McKesson's Bay Rum is similarly packaged



JUDGES IN THE ALL-AMERICA COMPETITION SELECT PIONEER BEST SELLER—another

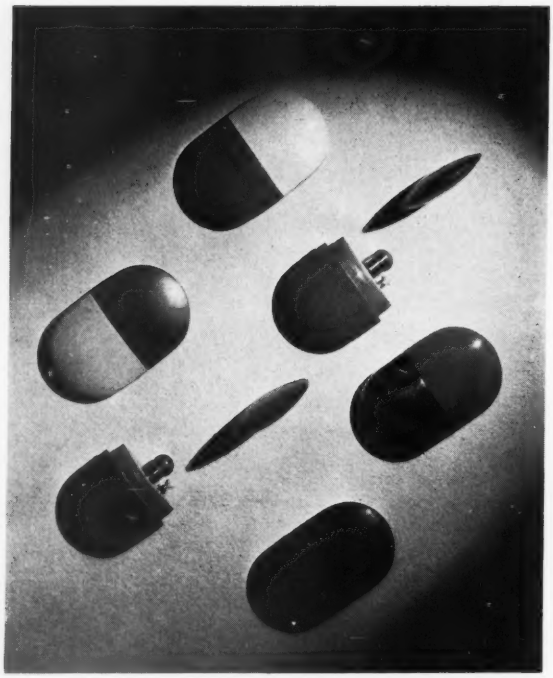
SEE-THRU CONTAINER

SEE-THRU CONTAINERS have a way of catching the public eye . . . consumers and judges alike. Having captivated the Christmas trade in the case of this Pioneer Garter container, it likewise captivated the judges of the All-America Competition.

"Here" they said, in effect, "is a package with unusual advantages. It provides full visibility for an ordinarily hard-to-see object . . . makes it more attractive than any other container possibly could . . . yet prevents the handling that would destroy its freshness."

Your product . . . be it merchandise such as this or any other packaged product . . . can profit by the full visibility afforded by a rigid, sturdy, SEE-THRU CONTAINER. Investigate. Write to . . .

SEE-THRU CONTAINER CORP.
22-20 40TH AVE. LONG ISLAND CITY, N. Y.
STILLWELL 4-3936



New streamline lighters—and the success that has followed their display—have demonstrated that extreme simplicity of design is the keynot to successful lighter packaging. Of the many lighters that have appeared in the past few years only three or four have enjoyed even reasonable success. The others failed because they were either too ornate, too complex or too cumbersome to be conveniently carried. The nature of a lighter—that of pocket accessory—requires it to be a simple, easily handled gadget; a fact which escaped manufacturers or was thought unimportant. The Doehler Die Casting Company, by its manufacture of the streamline lighter—wafer-thin, attractive, sturdy—assured marked success for the item, distributed by the Modern Metal Company

A CAST PHENOLIC HELPS COSMETIC SALES

(*Continued from page 114*) tents, which is a delicately scented dusting powder. Above this a powder puff, colored to match the cast phenolic frame, the puff being revealed through a circular hole in an interior insert on which the name of the Minerva powder is printed, along with suitable descriptive matter. This item proved an excellent seller in department and drug stores, among other outlets, during the holidays and still enjoys a good sale.

Recently, the box has been modified by the substitution of a Catalin cover, made from $^3/_{16}$-in. sheet, in place of the mirror cover. The cover is even more attractive than the mirror cover and has the added advantages of not scratching and not being easily broken if dropped. The cover is routed off to one half its thickness around the under side of its periphery so that the center portion recesses $^3/_{32}$ in. into the box frame. This centers the cover and prevents it from slipping off easily. A small cylindrical knob, forming a thick disk is tapped and held to the cover by a small nickel-plated screw. This knob conforms in design with the feet of the tray when the latter is sold with the box. The latter has been sold by Ray Sales without contents to at least one other maker of cosmetics.

Thanks to the success of the oblong box, the same producers are now offering also a cylindrical box made with a Catalin cover and having the cylindrical portion cut from a tube of the same material. This box has a heavy paper bottom cemented in place and covered with felt. This box measures 4 in. in diameter by 3 in. high and retails at one dollar with dusting powder and puff. The same tray, which is also a dollar item, can be furnished for use with the cylindrical box as well.

Ray Sales is also marketing a drawer box in which the front and sides are covered with Catalin sheets. The frame of this box and the drawer are made from redwood and the top, which is a mirror, as well as the Catalin front and sides are fastened securely with nickel-plated screws. A paper covering, glued in place, lines the drawer, and the latter has a spherical nickel-plated knob. This assembly is suitable for use as a make-up box, containing any desired variety of cosmetics, and has also been used as a deluxe candy box by Schraft. It retails (without contents) at $3 and has had an excellent sale at B. Altmans, New York, among other department stores. About 10,000 have been disposed of to date and there is still an excellent demand. This box measures 6 by 9 in. and is $2^1/_2$ in. high. It is available also with an 8 by 12 in. mirror tray having cast phenol feet, the same in general design as the smaller tray. About one tray to each four boxes is also sold with this box.

Although cast phenolics have been sold before for cosmetic containers, the smaller boxes mentioned above are the first to be produced in large quantities to sell at a popular price. It is believed that the natural beauty of the material and the demonstrated fact that its cost is not outside the reach of those who would like to offer it with moderately priced assemblies may lead to much wider use in the future.

•

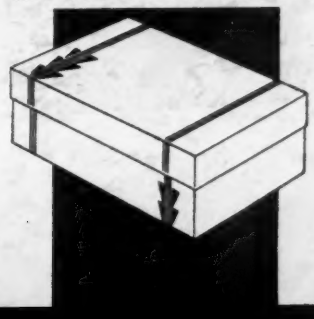


Spaghetti with Mushrooms is a new taste temptation brought out by Brooks Food Kitchens, Inc. Whitecaps vacuum seal closure protects the contents of this distinctive package

Plume Pearl



A SPARKLING *New* BOX PAPER NEVER BEFORE OFFERED



PLUME PEARL

A New, Unique Box Paper

Carried in Stock

White—Heavyweight 20 x 26 and 26″ rolls

Colors—*Upon Order in 10 ream lots*

Ivory, Light Blue, Pink, Green, Lavender, Peach, Dark Blue, Rose, Yellow, Red.

For a quality box wrap, at an interesting price we suggest "Plume Pearl," a new Kellogg specialty. Available from stock in white and in reasonable quantities upon order in various colors.

For Name of nearest dealer handling "Plume Pearl" and *other* never-before-offered box cover papers and for prices and full size working sheets.

Write to

The Kellogg Divison

United States Envelope Company

Springfield, Mass.

SMITHCRAFTED CONTAINERS *Aid Sales*



SMITHCRAFTER

AND—you can see for yourself why they do if you are attending the Fifth Annual Packaging Exposition at the Palmer House, March 5th–8th, inclusive. We'll be in Booth 508 with complete information and a few examples of the thousands of possibilities which *Smithcrafted* containers offer to the progressive merchandiser of quality hosiery—cosmetics—candy—fruitcakes—soaps—lingerie—mens furnishings—and hundreds of other items too numerous to mention.

THEIR richly decorated designs—their exquisitely leather-like feel—their suggestion of "upper price bracket" quality—all lend themselves to the visual expression of quality so helpful in meeting low priced cheaply packed competitive merchandise competition at the "point of sale"—your dealer's counter. See them at the Packaging Exposition or—if you are not planning to attend write today for information and intelligently developed recommendations suggesting how *Smithcrafted* containers can fit into *your* merchandising plan.

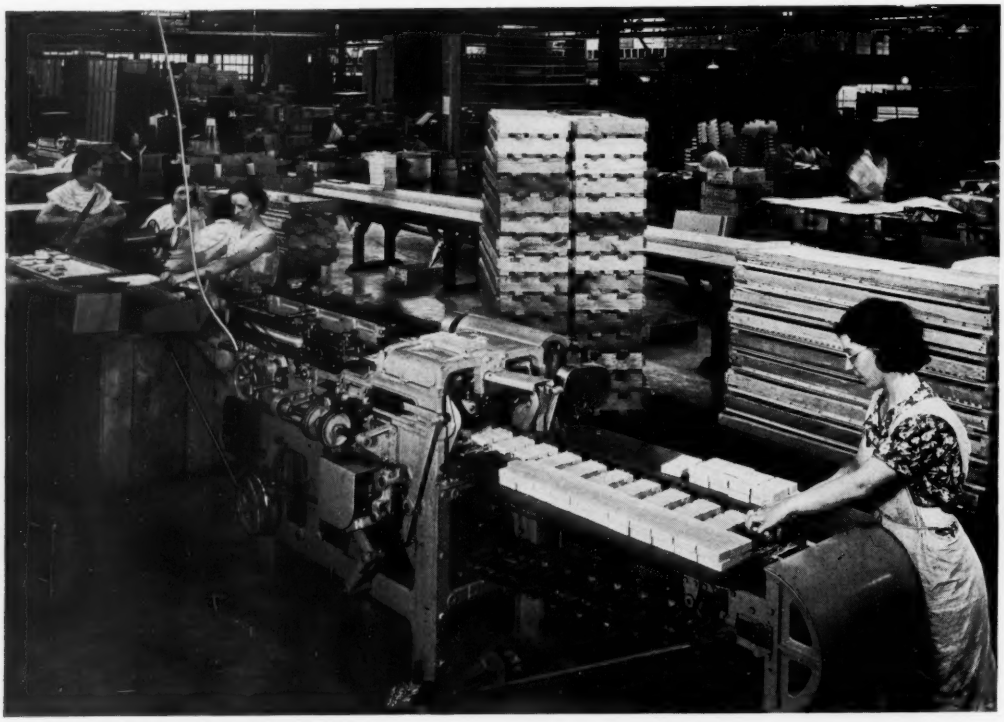
A. A. LUBERSKY, Sales Manager

The S. K. Smith Company
2867 North Western Avenue, Chicago



P.S. The cost of a *Smithcrafted* container is not nearly as great as their beauty, durability and value suggest—you'll be surprised to learn how low the price can be in quantities of 5000 or more.

LITTLE JOURNEYS TO PACKAGING PLANTS WHERE MODERN MACHINERY DOES THE JOB



To enable the wrapping of one, two or three bar combinations of its well known soap products the Allen B. Wrisley Company of Chicago has recently installed a Model 33 wrapping machine of Battle Creek Wrapping Machine Company manufacture. The new machine prepares an attractive package and is so constructed that a variation of size—one, two or three bars to the package—is easily and quickly obtained. The new machine, with its easily made adjustments for different size packages, is also expected to increase production and operating economy

Also at the Allen B. Wrisley plant is a semi-automatic bottom carton sealer, semi-automatic two-station gross weigher with automatic plunger, automatic top sealer and automatic stoker, used for packaging soap flakes in 20-oz. to 5-lb. cartons. This equipment, made by Triangle Package Machinery Company, requires two operators. If desired, the gross weigher can be made fully automatic and, for that matter, the bottom carton sealer can be furnished as a full automatic sealer. This unit produces up to twelve 5-lb. cartons of soap flakes per minute and has a correspondingly greater production on smaller sizes. The automatic stoker receives the flakes from a large storage hopper and feeds into the small hopper over the gross weigher. It makes for closer accuracy in weights, eliminates danger of breakage or grinding of flakes, bridging and other problems encountered in the old method of feeding flakes from the storage bin





PARKE, DAVIS & CO., OF DETROIT

went all the way to HOBOKEN to get this PRIZE-WINNING TUBE

Ordinarily one does not seek a source of supply nine hundred miles away when planning a package, but Parke, Davis & Co. wanted a perfect tube . . . fit to win prizes and fit to win and hold customers.

In spite of distance, Parke, Davis & Co. placed its order with the White Metal Manufacturing Company, certain that every tube that left our plant would be a perfect tube . . . perfect in use and perfect in appearance.

So it is with all our clients. Our market is the world because our products are always of uniform excellence. Wherever your plant is located, whatever your product may be . . . if it is to be tube-packed, you may be sure of constant uniformity, perfection in every tube and speedy, steady delivery . . . when your supplier is . . .

WHITE METAL MFG. CO.

HOBOKEN, NEW JERSEY

THE NEW 1935 EDITION IS NOW BEING SENT TO MODERN PACKAGING SUBSCRIBERS



HOW TO GET YOUR COPY

This indispensable volume is ordinarily priced at five dollars. Thousands have been bought at this price in past years. Now . . . to insure complete packaging knowledge to new subscribers to Modern Packaging we offer the Catalog for a single dollar when taken in conjunction with a *new subscription* to Modern Packaging at the regular price of five dollars. To take advantage of this unusual offer . . . add one dollar to your enclosure in the accompanying prepaid envelope.

Order for New Subscription

MODERN PACKAGING: Please enter the following *New* subscription and send bill for $5.00 to cover one year.

Name _____

Company _____

Street _____

City _____ *State* _____

Products Manufactured _____

Your position (or profession) _____

This is NOT an expiration notice

CANADA—$7.00 A YEAR

FOREIGN—$6.00 A YEAR

Postage Will be Paid by Addressee

No Postage Stamp Necessary if Mailed in the United States

BUSINESS REPLY ENVELOPE

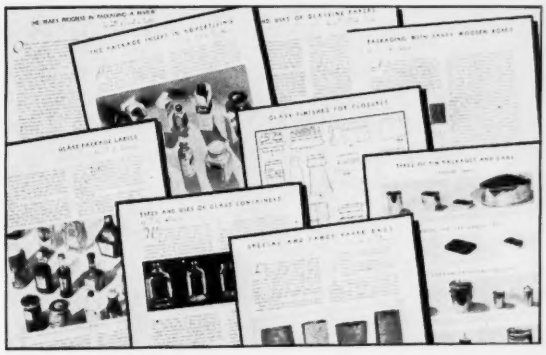
First Class Permit No. 2656, Sec. 510, P. L. & R., New York, N. Y.

MODERN PACKAGING

425 FOURTH AVENUE

NEW YORK, N. Y.

HOW TO GET THE GREATEST USEFULNESS FROM THIS VOLUME—*the most complete source book of packaging information ever issued.*



1 ONE HUNDRED THIRTY-TWO EDITORIAL PAGES

Use these for primary information on materials, machinery and methods. Every word is the last word . . . up to date and authoritative. Fully illustrated and documented.



2 THIRTY-FOUR PAGE BUYER'S GUIDE

When you know what you need, reach every source through this complete guide . . . listing thousands of suppliers by the nature of their business. Because it has been checked and cross checked . . . at a cost of over two thousand dollars . . . you will find this guide accurate and up-to-date.



3 TWO HUNDRED PAGES OF PRODUCT INFORMATION

Here the *leading* suppliers and machinery manufacturers give you the essential details about their products. Dozens of actual samples are tipped on or inserted. Not advertising in the usual sense . . . but sound, accurate, detailed information that will tell you just what you want to know.



DESIGNED FOR PURITY

FOR easy identification of its complete line of home remedies placed on the counters of drug stores throughout the United States, the Purity Drug Company of New York has just completed the redesigning of its labels and cartons.

Keeping in mind the company's slogan "Purity Merits Confidence," the artist conceived the idea of the guardsman or crusader bearing a shield with the word "Purity" as a decorative figure for all packages. Prominently imposed thereon, in old English and above the abbey window, the slogan is printed.

The entire package is particularly outstanding because of its simplicity and harmony of colors which are buff and dark brown, and varnished. The complete line of familiar house remedies consists of approximately 100 items. Only the name of the individual produce is, in each case, prominently printed in bold type in the lower part of the front panel of the package. The entire line displayed on the shelves or window gives a most pleasing eye appeal.

Brooks & Porter, Inc., designed and manufactured the cartons and labels used for these packages.



RESINOX CORPORATION

(SUBSIDIARY OF COMMERCIAL SOLVENTS CORPORATION AND CORN PRODUCTS REFINING COMPANY)

MANUFACTURERS OF SYNTHETIC RESINS AND VARNISHES

SALES OFFICES
TERRE HAUTE, INDIANA
230 PARK AVE., NEW YORK, N. Y.
PLANT: EDGEWATER, N. J.

EXECUTIVE OFFICES
NEW YORK CENTRAL BUILDING
230 PARK AVENUE
NEW YORK, N. Y.

NEW YORK, N. Y.

January 21, 1935

[redacted]

Attention: [redacted]

Gentlemen:

In your letter of January 18th you asked if RESINOX can be used for molded bottle closures. It is my privilege to inform you that the Resinox Corporation manufactures a splendid molding material for this purpose.

We do not claim that all grades of RESINOX are satisfactory for use in molding closures. In many instances there is no question but that it is necessary to use a material especially devised for a given purpose in order to obtain the very best results. Our closure material is a special development. It is the result of extensive research, molding experiments and thorough testing of experimental closures.

The closure material which was finally developed has excellent molding properties, including an exceedingly rapid cure. A finished closure made from this molding powder is lustrous in appearance. It is odorless and resistant to water, alcohol and dilute acids and alkalies. It is available in a variety of beautiful colors.

Under separate cover, I am sending you samples of RESINOX closures which have been molded by various closure manufacturers. In many cases these bear embossings from which you will easily recognize the users for whom they were made. The samples will undoubtedly indicate to you the large number of important companies which have specified RESINOX for use in their closures because of the consistently satisfactory qualities which they have found in their "made from RESINOX" closures.

We suggest that the samples which are being sent be submitted by you to every reasonable test which a closure may have to stand. We would particularly call to your attention the great strength of the RESINOX closures, which prevents their breaking when screwed tightly on bottles and also the lack of odor, which makes it impossible for your product to take on a foreign taste or smell due to the closure.

We shall be more than pleased to give you any further information which you may desire, or, if you prefer, to discuss the matter with you at your convenience.

Cordially yours,

C. L. Gabriel

C. L. Gabriel
President

/MJ

RESINOX
Molding Resins • Molding Compounds
Laminating Varnishes

HERE AND THERE IN THE PACKAGING INDUSTRY

William J. O'Neil, industrial designer, has taken offices at 155 East 34 St., New York, where he will offer a styling service to his clients.

Henry G. Aschbach, who for the past four years was connected with the Karl Voss Division of Shoup-Owens, Inc., of Hoboken, N. J., has, since the first of the year, been affiliated with the Imperial Paper Box Corporation of Brooklyn, N. Y., as general factory superintendent and purchasing agent.

Howard Ketcham, for the last eight years prominently identified with color appeal in product design, has opened an office at 545 Fifth Ave., New York, where he will specialize in commercial phases of color.

As director of the Duco Color Advisory Service of E. I. du Pont de Nemours & Company and editor of the Automobile Color Index, Mr. Ketcham has done pioneer work in promoting greater use of the right color in the proper place. Mr. Ketcham will continue his work for the du Pont interests as a color consultant specializing in promoting the correct relationship between product and market.

Herman Jaffe has joined the selling division of the **Einson-Freeman Company, Inc.** Mr. Jaffe, formerly a partner in the Herald-Nathan Press, is a member of the Advertising Club of New York, American Institute of Graphic Arts, Sales Executives Club, International Benjamin Franklin Association and Associated Printing Salesmen.

Mr. Jaffe recently stated: "Selling cannot remain static. It must keep pace with the merchandising and distributing trend of the day. That is as true of the printing business as any other business. Some of the selling methods still used by printers today compare with the present-day need for creative selling about as favorably as the 1910 Ford does with today's streamlined model.

"To my mind, creative selling opens the way for new and greater opportunities for the printing industry. Today's printer must be more than a craftsman —he must possess an intimate understanding of the customer's selling problems, and he must dovetail his solution of those problems in with his printing job."

Continental Can Company net earnings for 1934 were the largest in its history, the amount being $10,707,122 after deducting all charges, federal, state and foreign income taxes and a $500,000 contingency reserve. The earnings, which are equivalent to $4.02 a share on 2,665,191 capital shares outstanding at the year end, after payment of the 50 per cent stock dividend in October, 1934, compare with similar earnings in 1933 of $7,547,401, or $4.31 a share on 1,750,934 capital shares then outstanding. Dollar volume on the company's sales of the packers' and general line cans in 1934 was 27½ per cent larger than in 1933, part of the increase being due to increased tinplate prices in 1934.

The American Wringer Company, Woonsocket, R. I., has appointed Doane and Company, 228 East 45th St., New York, as exclusive agents for the sale of Tensilastic oil-resistant rubber printing plates and rubber rollers for engraving in New York, New Jersey and Pennsylvania (exclusive of Philadelphia).

The Industrial Arts Exposition of 1935, according to an announcement by the National Alliance of Art and Industry, will be held at Rockefeller Forum April 15 to May 15. The exhibits will be shown under the groupings of Housing, Household Appliances, Transportation, Communication, Fabrication and Leisure, each group showing in relation to an ideal presented by a leading designer, decorator or engineer.

Among the firms which have already engaged space at the Industrial Arts Exposition, which will occupy all of the 44,000 square feet of Rockefeller Center Forum, are the following: American Cyanamid Co., Bakelite Corp., Breskin & Charlton Publishing Corp., Doehler Die Casting Co., General Alloys Co., International Silver Co., Raymond Loewy, Ben Nash, Owens-Illinois Glass Co., Sherwin-Williams Co., Tennessee Eastman, Toledo Scales Co., Toledo Synthetic Products, Inc., Walter Teague, Van Doren & Rideout, and Western Clock Company.

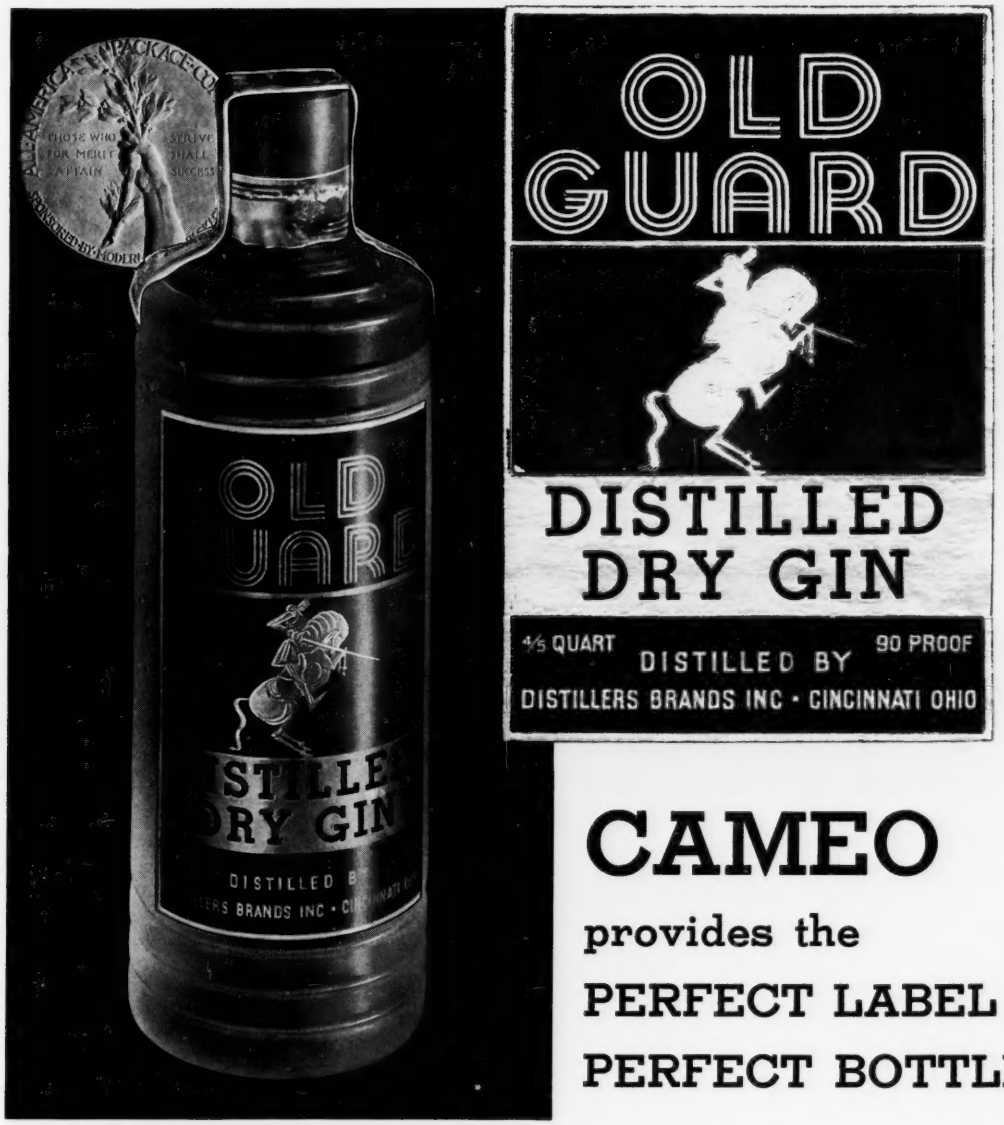
ONE GOOD TURN DESERVES ANOTHER

THE EDITOR
Sir:

The article, "Can You Take It?" in the November issue should be of inestimable value to packers of food stuffs and cosmetics. Here's a thought for coffee packers. Divide the can into 8 air-tight compartments, so that each will contain for the average family one or two days' supply. The vacuum can was a decided improvement on the old style can. But for the average family a pound can lasts a week or longer, and while the coffee is beautifully fresh when the can is opened, by the time the last of it is used, it is stale, flavorless, if not rancid. My suggestion would remedy this, and although the packing cost would be somewhat increased, most housewives, in my opinion, would gladly pay a few cents more to have a can of 100 per cent fresh coffee from start to finish.

I should think that the first coffee packer who takes up this thought and properly capitalizes it in his advertising, will soon see increased sales of his product.

Funchal, Madeira Islands — EDITH LOUISE ROLLAND
Jan. 10, 1935 — Imperial Linens, Inc.



CAMEO

provides the PERFECT LABEL for the PERFECT BOTTLE

Old Guard Gin is a quality product . . . in a field beset by cheap price-competition. Yet the air of quality that differentiates Old Guard from all other gins has been easily attained by the use of a Cameo metal-foil seal . . . a label that carries on the Cameo tradition of fine design perfectly reproduced.

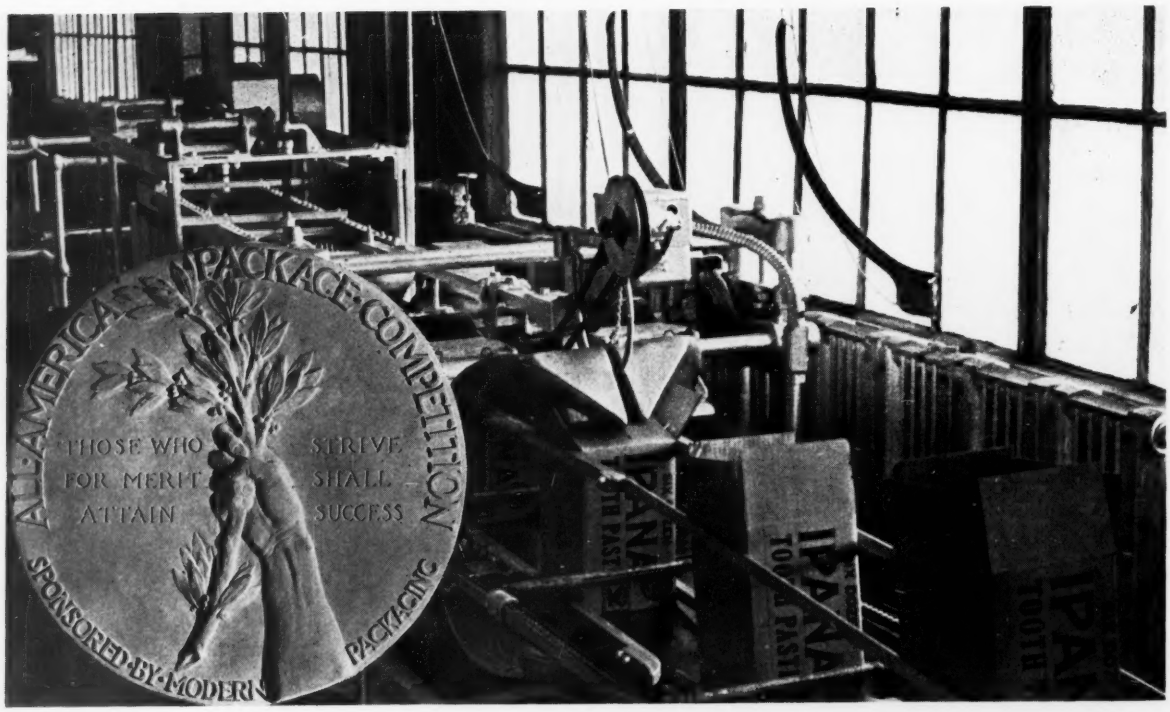
Selected by the judges of Modern Packaging's All-America Package Competition, this is but one of the hundreds of fine Cameo jobs produced during the last year . . . jobs which justify our claim to being *America's Premier Label House.* We would like to show you others . . . the products of our experienced designing division . . . of our own engravers . . . of our expert reproduction plant. A representative will gladly call upon you . . . backed by the fullest cooperation of our designers and plant. No obligation.

CAMEO

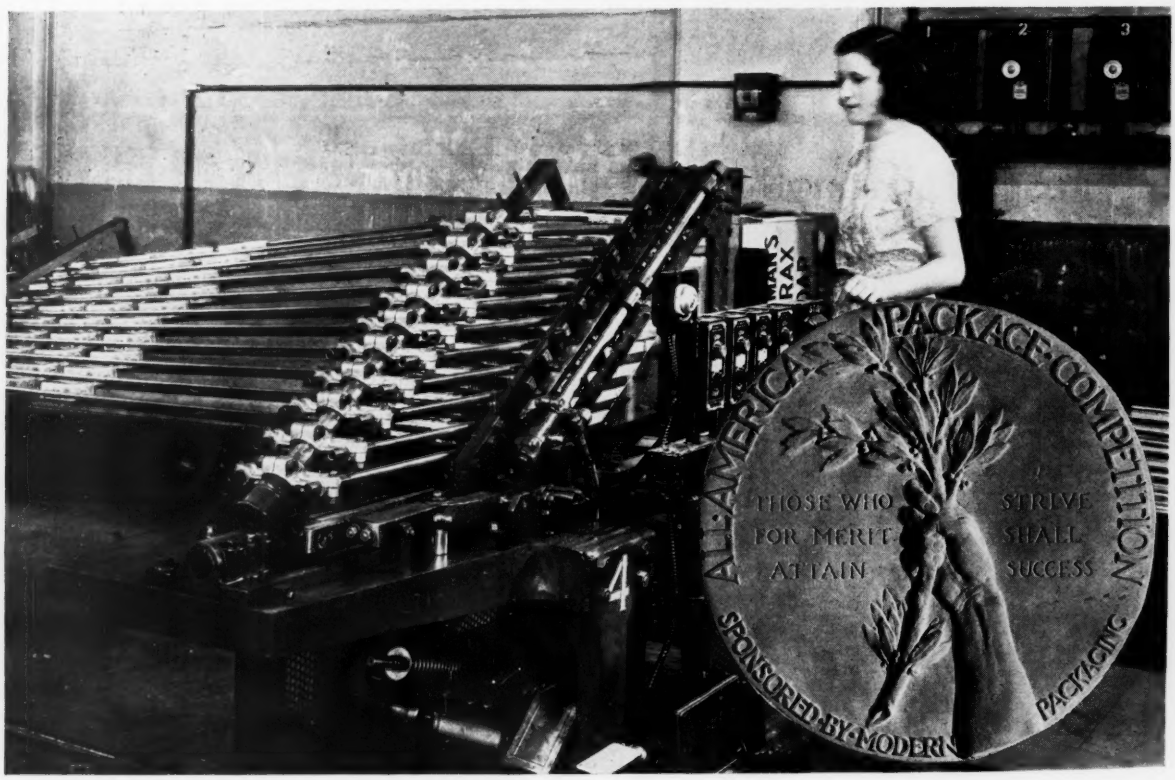
DIE CUTTING & ENGRAVING CO.

142 WEST 22ND ST., NEW YORK, N. Y.—TELEPHONE WATKINS 9-4904

STANDARD-KNAPM



GOLD MEDAL
BRISTOL-MEYERS CO.



SILVER MEDAL
KIRKMAN & SONS, INC.

PMACHINES WERE USED IN
ALL THREE MEDAL WINNING INSTALLATIONS

the only machines so distinguished

Undoubtedly the three most important machinery installations of the year are those selected by Modern Packaging's board of judges for recognition in the All-America Package Competition.

And in every case, *STANDARD-KNAPP* units were used!

Bristol-Meyers utilized Standard-Knapp case packers and Standard-Knapp case gluers and sealers on their high-speed, automatic tube filling and packing line.

In the Kirkman & Sons, Inc., soap wrapping and packing installation, Standard-Knapp developed and installed special packing machinery.

In the General Mills, Inc., unit, Standard-Knapp case sealers were specified and installed.

• • •

These are but three of the dozens of Standard-Knapp installations made during the last year . . . in plants packing every type of product, in plants of every size from the smallest to the largest. Such recognition by the industry at large signifies but one thing . . . that engineers have discovered that the specification of Standard-Knapp equipment is their best guarantee of speedy, efficient low cost plant operation. When you plan new packaging installations, call upon Standard-Knapp for aid in design and layout . . . . Our engineers stand at your service.

STANDARD-KNAPP CORPORATION

43-27 33rd Street, LONG ISLAND CITY, N. Y. — 208 W. Washington Street, CHICAGO — 1001 Society for Sav. Bldg., CLEVELAND — 909 Western Ave., SEATTLE
420 S. San Pedro St., LOS ANGELES — 189 Second Street, SAN FRANCISCO — Windsor House, Victoria St., LONDON, ENGLAND



BRONZE MEDAL—GENERAL MILLS, INC.



A NEW TWINE AND ITS DISPENSER

A PATENTED paper covered manila twine which is said to have all the advantages of ordinary hard fibre twines, plus the advantages of neatness, cleanliness, ease of handling and good appearance on packages, is manufactured by the Tubbs Cordage Company, 200 Bush St., San Francisco, Cal. This twine is designated by the trade name Pacord.

For the convenient dispensing of Pacord the company has developed the package shown in the accompanying illustration, this being the first time, so far as is known, that any twine has been put up in a sealed container. The latter dispenses the twine, during the entire use of the five pounds enclosed, in a similar condition to that when it was packed—clean, stainless, no waste and easy and convenient for the tier to handle.

GRAVURE FOR PACKAGING

IT is surprising that advantage has not been taken of the gorgeous richness of gravure for packaging purposes, for labels, for cartons. The process has made such strides of late and is used for so many other purposes. Yet where striking effects are so essential practically none of it is to be seen.

Gravure in either its sheet fed or rotary form *must* be richer than any other method of reproduction. It is the only mechanically produced, intaglio, continuous tone process. The ink may be both in and on the material to be printed and from four to fifteen times as much of that ink is used as in any other process, the increase in quantity being balanced by its low cost. This same richness applies to both one color, in which most striking effects can be produced, as well as to two or more colors. More than the three primaries are rarely necessary to achieve any required result.

Not only are more richness and velvety depth obtained than in any other process, but due to the nature of gravure and to the type of screen and ink used, there is attained at the same time extreme delicacy of detail. All gravure is made from continuous tone positives, unbroken by screen effects, the screen being applied separately in every case.

As in letterpress, we have the two varieties: sheet fed work and web printing. The former can be printed on any kind of stock, thick or thin, rough or smooth, and is suitable for special work and short runs. The latter, commonly known as rotogravure, is essentially, for quantity production and probably cheaper than any other processes as well. Where six or seven colors are necessary to produce a given result in lithography, for instance, the same result can be obtained in gravure, and with greater depth and richness, with only three colors unless a black is needed for type matter.

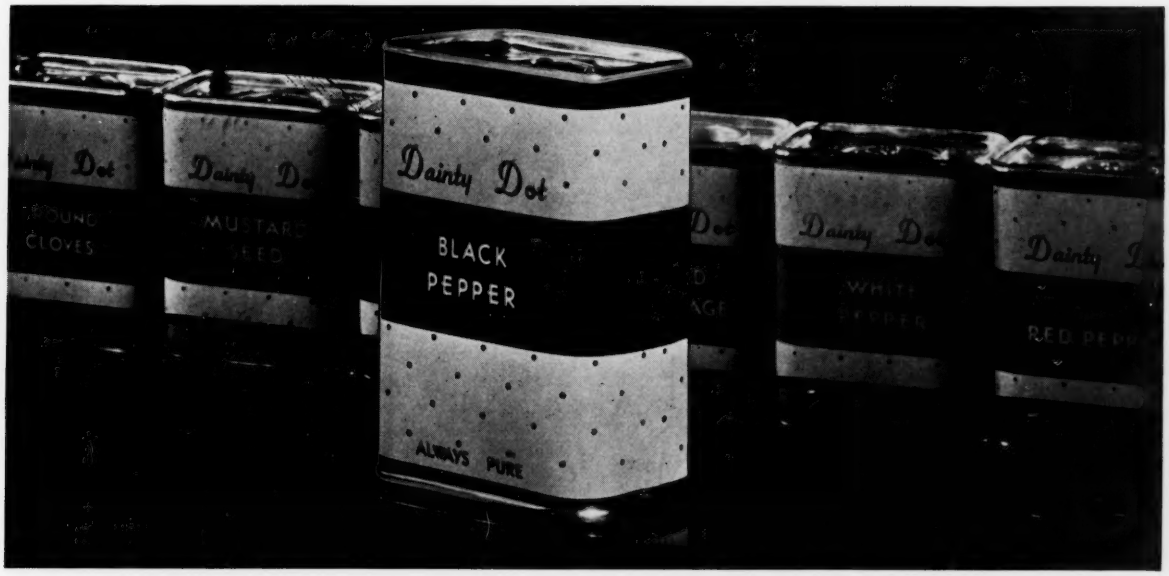
Much of the advance in color printing is stated to be due to the advent of the Speedry enclosed ink fountain. Normally gravure ink is very volatile and dries rapidly, xylol being its base. With the open ink fountain in common use this ink will evaporate and needs the addition of more xylol at regular intervals. With each addition of xylol the color value of the ink will change and as this takes place with each of the colors used it will readily be appreciated that there may be quite some variations in the finished result. With the Speedry fountain, it is said, this is all obviated as cylinder, doctor blade (which wipes surplus ink off the cylinder) and ink are all enclosed. Practically no evaporation can take place and colors remain standard throughout. This also enables the use of inks with different bases and tremendously increases speed as the new inks dry more rapidly then hitherto. No offsetting takes place as the impressions are practically bone dry within two or three feet of leaving the impression cylinder.

Under the new conditions, fewer presses are needed to do a given job due to the increase in speed; about 950 ft. a minute can be produced in monotone or in full color, and due to improvements the rate of printing is constantly increasing. Contrary to general expectations the character of the work seems to improve with the speed. One of the main advantages of this new enclosed ink fountain lies of course in the quality of the results, in the absolute evenness of color throughout. It does not necessarily have to be used with gravure only but is equally adaptable to any kind of intaglio cylinder especially where multi-color results are desired for the printed sheet.

Alco Gravure, Inc., who acquired the process and the patents on the fountain—the invention of Adolph Weiss—after a careful investigation by patent attorneys, formed another company, the Speedry Gravure Corporation, 52 East 19th St., New York, to develop and promote the fountain.

JUDGES CONFIRM

THE HOUSEWIFE'S CHOICE



* In modern informal yet dignified vein—colorful—the most cheery and femininely dainty packages that ever graced a pantry shelf.

CAMBRIDGE DESIGNS *again meet with the approval of America's most severe critics*——

●

Our analysis and development of each problem is based on comprehensive and fundamentally sound knowledge of merchandising, art, and package design.

You can expect an intelligent solution to your packaging problem—by us.

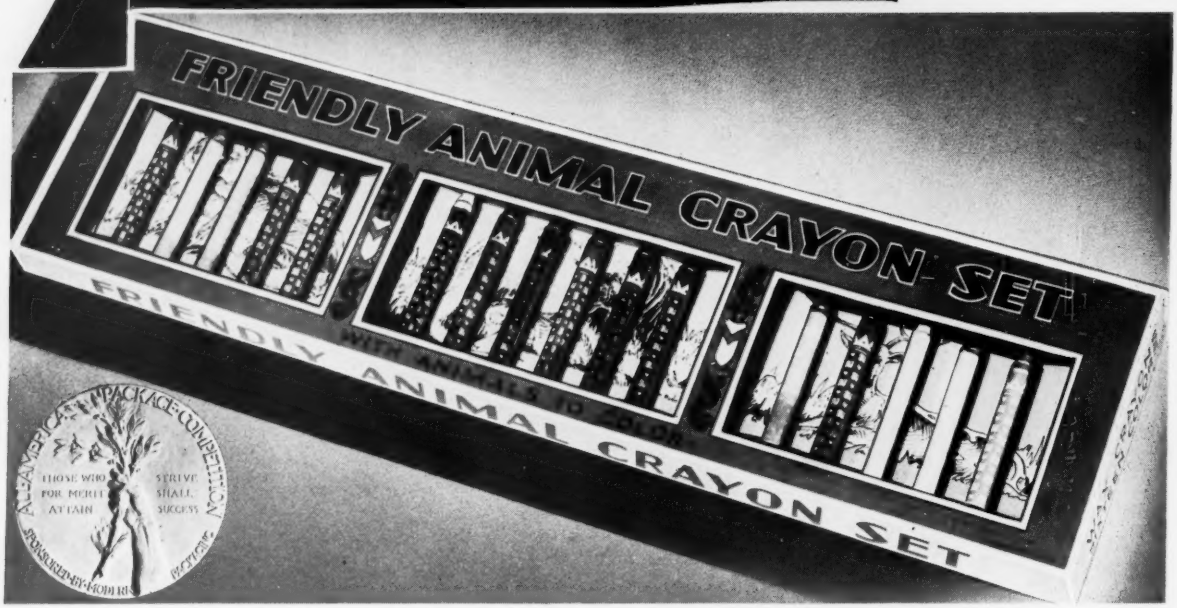
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CAMBRIDGE PAPER BOX COMPANY

CAMBRIDGE • MASSACHUSETTS

SET-UP PAPER BOXES • FIBRE CANS • ROUND BOXES

JUDGES SELECT THIS ATLANTIC CARTON FROM 5000 ENTRIES



With every passing year, the All-America Package Competition grows in importance. This year, over five thousand packages were entered . . . each representing the best product of some manufacturer or supplier.

When, from among all these, only a few are selected, by a board of judges representing every phase of manufacture, advertising, design and selling . . . you can be certain that those few represent the outstanding packages of the year.

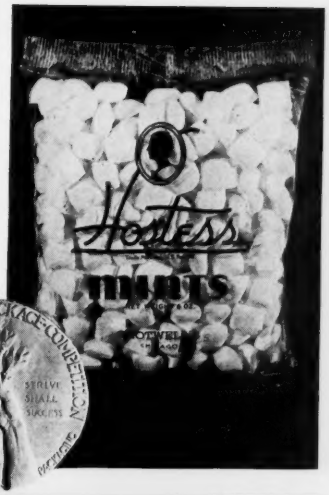
Such a package is the carton we have produced for the Milton Bradley Company . . . a carton that has proved its value by increasing crayon sales . . . a carton that, at low cost, opened new dealer outlets, brought new volume business to its sponsors . . . a carton selected from among five thousand others for distinction as an All-America winner!

Our designing staffs . . . backed by the finest plant in the east, can help you in the solution of your carton and display problems . . . whether they be along lines such as these or in the drug, cosmetic food or hardware fields. An inquiry will secure you their full cooperation.

ATLANTIC CARTON CORPORATION
NORWICH, CONN.



AMSCO
MACHINERY
WAS USED IN PACKAGING
THESE **ALL-AMERICA**
PRIZE WINNERS

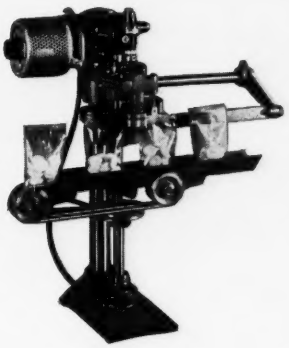


Left: Lipton's Tea Caddy, Silver-medal winner, wrapped on a Miller Semi-Automatic Machine, distributed by Amsco. Right: Hostess Mints, Silver-medal winner, sealed on an Amsco Rotary type Crimper.

TRY AMSCO FOR HIGH-GRADE LOW-PRICED
PACKAGING MACHINERY FOR WRAPPING CELLOPHANE AND ALL PAPERS
BAG CRIMPING—BAG PACKAGING—CARTON SEALING—WEIGHING AND FILLING

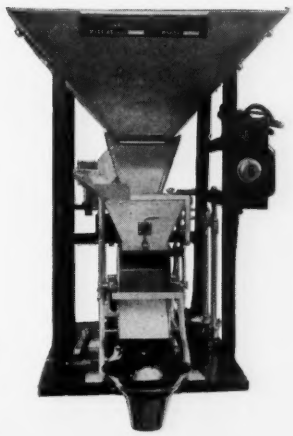


Above: Semi-Automatic wrapping machine. Operates at a speed of 10 to 15 completed packages per minute. Self sealing papers. Four types available.

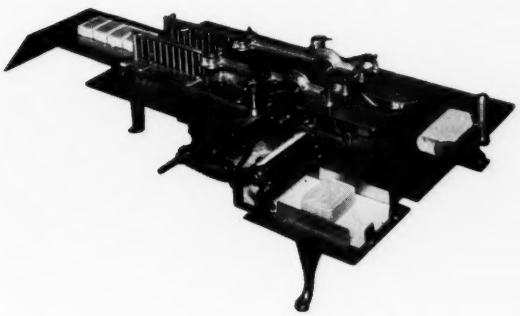


Above: Motor Driven Rotary Bag-Crimper. Automatic. One attendant. High speed heat or glue sealing applied while container is moving on conveyor line.

Amsco has the widest line of speedy, sturdy, efficient hand-operated semi-automatic and automatic machinery . . . every machine in the line being a proven success. Yet, in spite of the superior design of these outstanding machines, you will find our prices lower than those of any comparable supplier. Before you buy machinery . . . investigate the Amsco line.



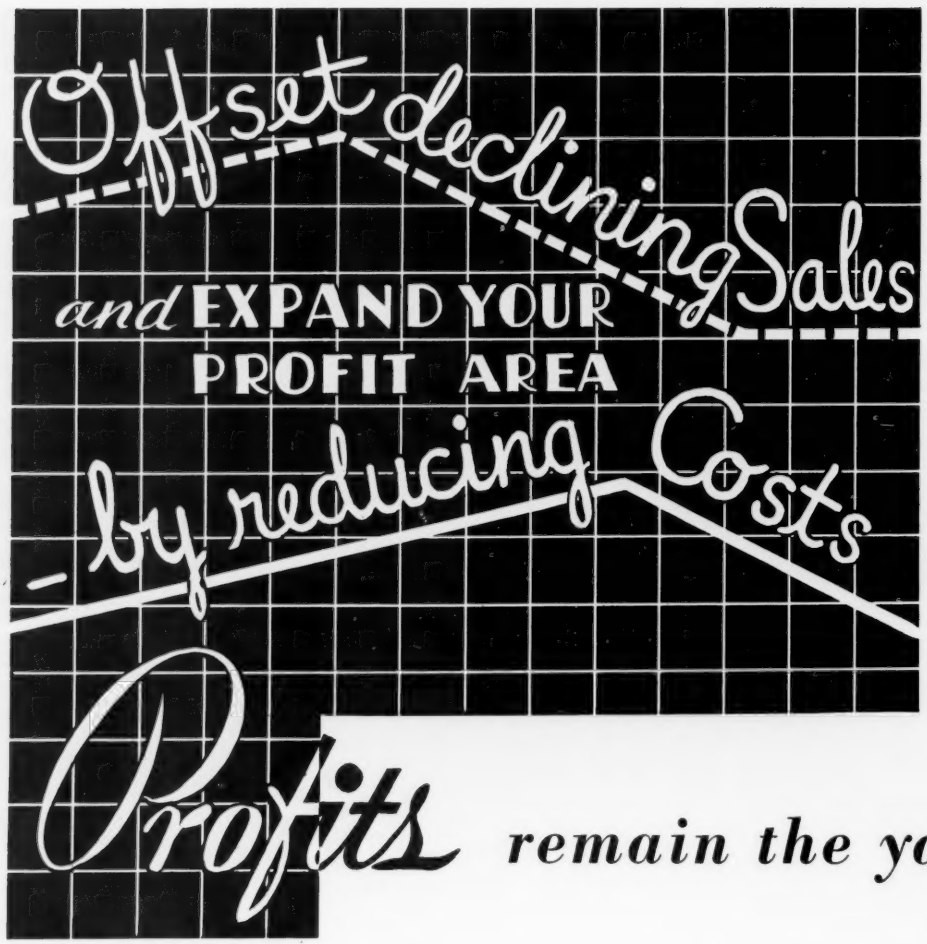
Right: Weighing and Filling Machine. Speed ten to twenty-two per minute. Mechanism accurately weighs correct amount, then dumps into waiting package. Specially suitable for difficult non-free-flowing products.



Below: Hand driven wrapping machine. Speed 7 to 12 packages per minute. All types of self-sealing paper and cellulose wraps. Three types available.

AMSCO
PACKAGING MACHINERY, Inc.
128 CENTRE STREET
NEW YORK, N. Y.

• Telephones:
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Profits remain the yard-stick by which management is measured

◆ ◆ ◆ ◆

COST REDUCTION is now recognized by progressive management as today's most fertile source of corporate profit.

CONSERVATISM when expressed in terms of obsolete equipment and methods likewise represents today's greatest corporate extravagance.

◆ ◆ ◆ ◆

CAPEM — AUTOMATIC SCREW CAPPERS
AUTOMATIC SLIP & FRICTION COVER APPLICATORS
SPECIAL CLOSURE MACHINES

HOEPNER — AUTOMATIC SCALES
AUTOMATIC FILLERS FOR DRY PRODUCTS
AUTOMATIC BAG CLOSING MACHINES

MANUFACTURED AND SOLD BY

Consolidated Packaging Machinery Corp.

1400 West Avenue Buffalo, N. Y.



The PRIZE WINNING SHIPPING CONTAINER IS A BAG!

The judges expected to consider fibre and corrugated cases only. Yet, with surprising unanimity, their eyes set upon this *BAGPAK* shipping bag . . . a simpler, less expensive type of container that, nonetheless, affords the maximum of protection to the product within.

This is one more corroboration of our achievement in having successfully developed a Multiwall Paper Bag of sufficiently durable construction, with a sturdy sewn seal and attractive-effective printing, making possible for the first time the successful transportation of commodities such as Sugar, Salt, Flour, Cocoa, Feeds and Fertilizer and other commodities in our *BAGPAK* Multiwall Paper Bag in 100 lb. units, affording complete assurance of Siftproofness, Cleanliness, Sanitation, Moisture Resistance, also the Prevention of Pilferage and Contamination of the contents.

BAGPAK INC

220 EAST 42nd STREET, NEW YORK, N. Y.

Your attention is directed to the opposite page, to the advertisement of our affiliate:
The Consolidated Packaging Machinery Corporation, Buffalo, N. Y.
—manufacturers of our *"BAGPAKER"* weighing, filling and closing machines.



Awarded the Gold Medal in the Plastics Group of the All-America Package Competition.



"THE YEAR'S MOST IMPORTANT MOLDED CONTAINER"... molded by Boonton for Encyclopaedia Britannica, Inc.

A SALES SUCCESS from the word "Go," this stunning molded bookcase now receives official recognition! It has been awarded First Prize in the All-America Package Competition as the outstanding molded container of the year.

Because a full-size bookcase of Bakelite presented an unusual and difficult molding problem, Encyclopaedia Britannica, Inc., promptly turned to Boonton.

They knew Boonton had the experience and the equipment for the job. And Boonton's staff of engineers licked the technical difficulties of this unusual area and depth to produce one of the largest pieces ever molded! A prize winner!

Whether you are merely considering the possibilities of plastics for a particular part or product, or want immediate action, the counsel and services of these same Master Molders of Plastics are at your disposal. A representative will be glad to call upon request.

BOONTON
MOLDING COMPANY
BOONTON, N. J.
MASTER MOLDERS OF PLASTICS

PACKOMATIC

MACHINES MODERNIZE THE PACKING ROOM

CARTON
Forming—Sealing—Weighing—Filling
Lining and Wrapping Machines

CAN
Making—Filling—Capping—Labeling
Casing and Handling Machines

Automatic Container Sealing Machines

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SAN FRANCISCO
51 Clementina St.



A new five-color press, constructed on the arc-type principle and handling a web-to-rewind product, has just been built for a large wax paper manufacturer by U. P. M.-Kidder Press Company, Dover, N. H. "Arc-type" construction employs a single impression cylinder about which are grouped the number of plate cylinders required—in this case, five. This construction has been used for years by this manufacturer.

The press will be run at speeds from 500′ to 700′ per minute, taking a web 65″ wide.

The patented Kidder form roller setting device which eliminates roller gages and facilitates adjustments of form rollers to vibrators and plate cylinders is a feature of this new press.

FOR the intensive packing and accurate weighing of powders and granulars in packages up to twenty-five pounds, Stokes & Smith Company, Philadelphia, Pa., offers the S. & S. Duplex Packer and Weigher. Eight or more different models from one base machine are available. Such equipment is described and illustrated in a new bulletin published by that company.

ANNOUNCED by the Grov-Lock Company, 2740 Glenmore Ave., Pittsburgh, Pa., is a patented locking container which can be supplied in any size and is said to permit fireproofing for additional protection. It is permanently locked until the customer opens it by destroying the package. The holding or locking member is inserted at inside opposite ends of the lower box. The hooked member is securely attached to the inside opposite ends of the cover. Gentle pressure on the lid is all that is required to lock it.

A new chemical, of special interest to the ink trade, colloidal aluminum linoleate, is sponsored by Colloids, Incorporated, 6226 West 66th Place, Chicago, Ill. According to this organization's research department, which has been working on this material for the last two years in both laboratory and printing plants, the chemical imparts properties to ink which are being continually sought by ink makers. On commercial split-fountain runs, it is stated, a real saving in cost is obtained, as well as smoother laying, clearer plates.

Colloidal aluminum linoleate should not be confused with, nor are its properties or uses in any way similar to, aluminum hydrate or paste used by ink makers. Colloidal aluminum linoleate is, as its name implies, entirely colloidal, without crystalline form whatever, and contains a high percentage of chemical.

As high as 20 per cent of colloidal aluminum linoleate has been added to inks on commercial runs without any appreciable loss in color value in the printing. This can be accounted for only by the theory that due to the available moisture of the colloidal aluminum linoleate there is less absorption into the fibre of the paper.



FILL — SEAL — PACK

AT ½ FORMER COSTS

on the

TRIANGLE ECONOMY PACKAGER

A single operator and this low-price machine can seal tops and bottoms, fill and collect cartons for packing, at a rate of better than 3,000 per day! This is a record that can't be equalled by hand or by any other machine at a similar low cost. The Triangle Economy Packager is simple, adjustable, complete! Requires small floor space. IT CAN CUT YOUR COSTS!

Write for information about this and other Triangle package units . . . super-efficient, moderately priced machines that have been tested and proved in plants throughout the country.

TRIANGLE PACKAGE MACHINERY CO.

907 North Spaulding Ave., Chicago

San Francisco New York Atlanta



YOUR PRODUCT SHOULD BE PACKAGED IN A CARTON

with Originality • Eye Appeal
and that fine Quality Look!

WE HAVE helped many manufacturers of national prominence get more sales from their products by building more salesmanship into the package. There is added usefulness and greater sales appeal when products are displayed in smartly designed and well fabricated cartons.

HOW DOES YOUR PACKAGE RATE?

Does your package have individuality? Yes, even personality? Does it reach out to new customers and remain intrenched with the old ones? Even though your present carton measures up well from a design standpoint, it will pay you to consider **INTERNATIONAL** from the standpoint of straight production only. Our plant offers adequate facilities at all times for the production of modern, attractive and dependable cartons.

• *Another* INTERNATIONAL *message will shortly reach you by mail. Look for it!*

INTERNATIONAL
FOLDING PAPER BOX CO., INC.
38th Street and Bergen Turnpike • North Bergen, New Jersey

FLASH!!!

UPACO RESEARCH SERVICE SOLVES ADHESIVE PROBLEMS

Two different Adhesives may cost you just as much—per gallon—but one may cost twice as much as the other on a basis of perfect coverage. For this reason many manufacturers call upon Upaco Research Engineers for special formulae designed to present the lowest possible Adhesive cost—the greatest possible Adhesive quality for the particular job at hand. The Upaco Laboratories possess hundreds of these formulae and stand always ready to develop a new formula when a new problem presents itself. Take advantage of this unique service and cut your Adhesive costs.



UNION PASTE CO.
200 BOSTON AVE MEDFORD, MASS.

MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

IMPROVED CAPS FOR COLLAPSIBLE TUBES

THE number or variety of types of caps or closures for collapsible tubes are legion. A novel and unique design in cap construction, which not only gives evidence of simplicity but is also a sanitary device, is that contributed by Joseph N. Landau.

The Landau cap incorporates a tiny plunger in the cap itself, which, when a slight pressure is applied to the tube, is moved forward and simultaneously ejects an equivalent amount of the paste. When the plunger is released it closes the orifice, and so prevents the paste from coming in contact with the air, and further prevents its contamination by oxidation.

The cap proper is made of a thermoplastic material or metal (die cast) which is unaffected by the paste in the tube. The plunger on the other hand is made of a chemically treated thermoplastic material to further prevent deleterious chemical action taking place between it and the paste. The plunger is so constructed it makes a tight fit in the orifice, preventing air or moisture from seeping through it and into the collapsible tube, and yet the plunger will rise at the slightest pressure on the tube to permit ejection of the paste.

Several types of caps have been designed by Mr. Landau and these are intended for various purposes. A novel and original idea in cap design for brushless shaving cream is one in which a fine rubber bristle, specially designed, is placed over the mouth of the collapsible tube using the Landau plunger cap combination. A slight pressure on the side of the tube will eject a small amount of the cream or paste through the center of the bristle, and so eliminate the use of the fingers for rubbing in the cream. A further advantage with this is the fact that it can easily be washed off with running water (hot or cold) and placed away for the next shave. It is stated that no new machinery or devices are required for placing the Landau cap on collapsible tubes.

TOP SEAL CAP AND SCREW SHELL

THE nature of mayonnaise and salad dressing is such that the emulsion includes a percentage of air trapped all through the product which makes the consistency very light and fluffy and therefore it is impossible to obtain a vacuum of any high degree with the mechanical principle. However, it is stated by the



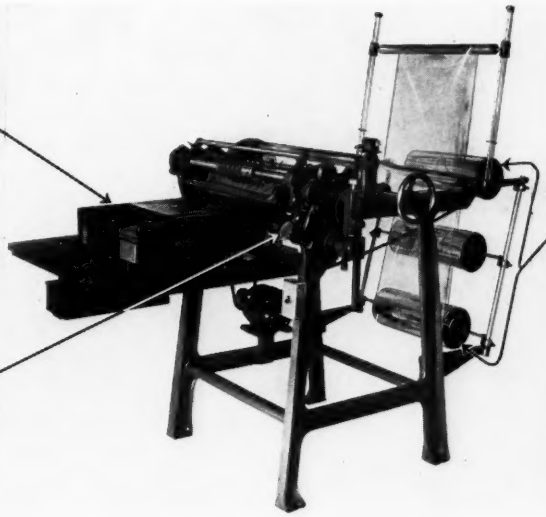
White Cap Company following substantial tests, that vapor sealing has proved successful for such products because the vacuum is obtained by a pressure condition rather than by suction of the mechanical principle.

Shown in the illustration is the new top seal cap and screw shell, just announced by White. The top seal cap, sealed in the vapor machine on mayonnaise products, claims this advantage: a vacuum condition ap-



50% INCREASED OUTPUT on the NEW Model 3 ROLL BECK DEMI SHEETER

The Jogger Table Really Jogs—
With 4 Moving Wings It Can't Help It.
EVEN PILES SAVE TIME



This Machine Will Handle Up to 3 Rolls of Plain Material at a Time.
How Can You Afford to Putter Along With Any Slower Method?

The CUT-REGISTER ATTACHMENT (For Printed Material) This Little Hand Wheel Lets the Operator Control Speed of Material and So Keep the Cutting in Line With the Printed Register.

If You Wish, a Slitting Attachment & a Counter May Be Furnished. Write & We'll Tell You More!

CHARLES BECK MACHINE COMPANY

TERMINAL COMMERCE BLDG.

13th & Callowhill Sts. Philadelphia, Pa.

Our line of manufacture includes a variety of paper cans and composite cans for insecticides, chemicals and various other food products.

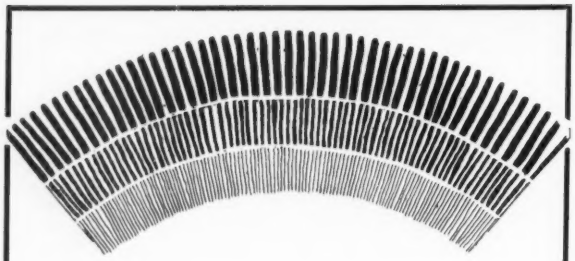
Cosmetic manufacturers will find our Talc and Dusting Powder Containers both attractive and economical. Made in a variety of sizes, they are readily adapted to colorful wraps—lithographed, printed or with raised printing.

Let us help to make your package a sales builder.

CROSS PAPER PRODUCTS CORPORATION
THIRD AVE., AT 140TH ST., NEW YORK, N. Y.







put Color;
any color—
in your containers!









Unlike glass, you don't have to limit your choice of color when you use Hycoloids; brilliant hues or pastel shades, opaque or transparent, according to your needs, are available to "beckon the eye of the buyer."

In Hycoloid "labeled-when-made" containers, color—*any color*—is part of the package. No additional lithography bills. *Send for samples to demonstrate the idea!*

BEAUTIFY AND IDENTIFY YOUR PACKAGE BY USING UNBREAKABLE COLORFUL—

Hycoloid

HYGIENIC TUBE & CONTAINER CO.

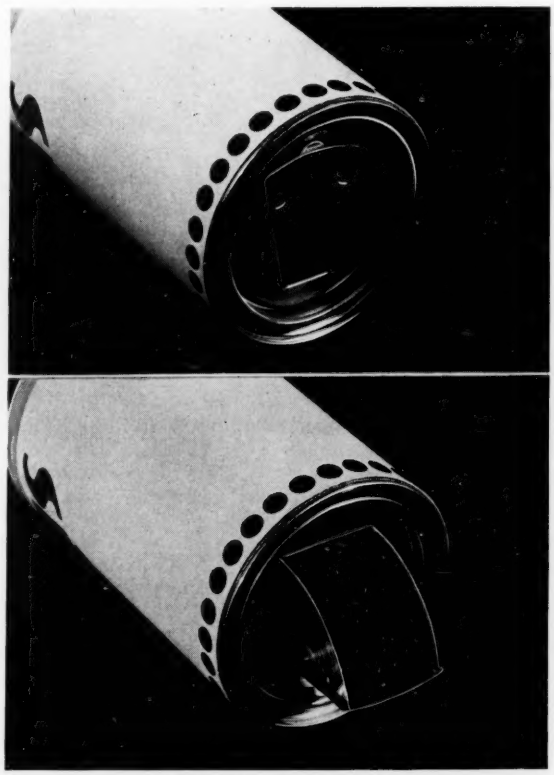
42 Avenue L, Newark, N. J.

proximating 27 in. is obtained, resulting in the elimination of oxidation and rancidity. Such deterioration, experienced with the old method of packaging this product, resulted in a considerable percentage of returned goods, as well as a gradual impairment of the product that goes into consumption, over which the manufacturer has no control.

The screw shell, placed over the top seal cap, serves as an ideal closure during the consumption of the product. The principle assures quality, as the packer prepared it, to the consumer.

A NEW MEASURING CLOSURE

DESIGNED to preserve the freshness of the contents of the container to which it is affixed and at the same time act as a measuring device, are the features of the Measurite closure, recently announced by the P-A-K Corporation, 333 East Illinois



St., Chicago, Ill. It is stated that this measuring device has an advantage over others in that the hinging permits manufacture and assembly at a minimum cost. In the fibre can field the Sefton National Fibre Can Company will market this new closure exclusively. It can also be applied to vacuum tin cans, to cartons and for such products as baking powder, cocoa and other materials requiring measured amounts.

In the accompanying illustration, the particular type of can to which the Measurite is applied, is designed for the packing of a piece of premium silverware—knife, fork or spoon—with the coffee. [Similarly the device

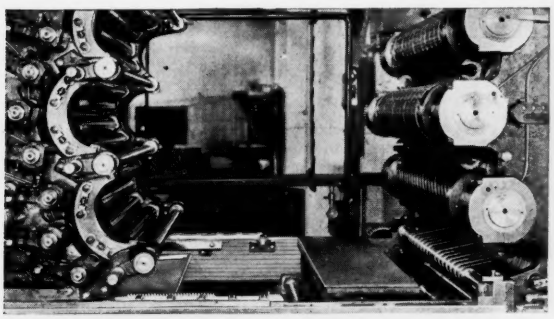
may be attached to all shapes of fibre cans—the regulation 1-lb. size and other special shapes as well. On all cans where silverware is not to be packed with the coffee, the Measurite is attached to a seamed-on top which does not permit the can to be opened except for dispensing one heaping tablespoon full at a time. It is said to dispense the coffee down to the last measure.

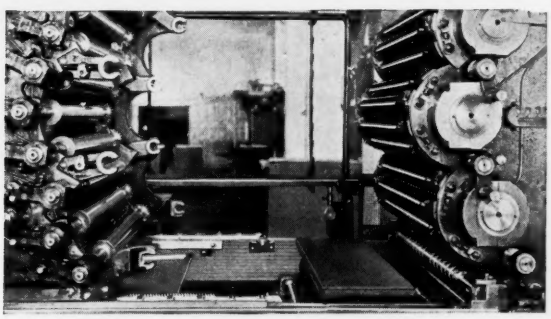
In addition to the full line of fibre cans to which this measure is attached, the Sefton company is placing on the market a special shape of coffee canister with different labels. This will have a removable top like the one illustrated and will be used as a premium by roasters of coffee who market their product in paper bags, thus supplying their customers with a permanent measuring container. The Measurite comes to the roaster already applied to the can, filling being done from the bottom of the container.

FOR PRINTING INK DISTRIBUTION

A NEW device for ink distribution on Kidder rotary presses has been patented by U. P. M.-Kidder Press Company, Dover, N. H. The accompanying illustrations show the accessibility of this device which is said to provide accuracy without the use of roller gages.

After making the plate ready, the form rollers are first set radially to the plate and then circumferentially

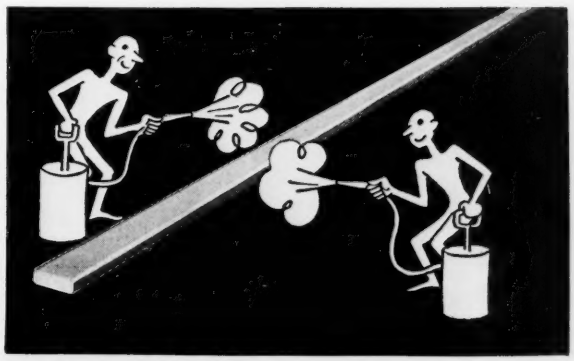




to the vibrators. With the press plated up and the inking mechanism racked back, the form rollers can be put in position grouped around the plate cylinder. The operator walks into the press and sets the form rollers radially to the cylinder, making an accurate contact with the plates.

Then the inking mechanism is racked up into oper-

RUST-PROOF?



No stitching wire is absolutely rust-proof. Seven years ago, Acme introduced Silverstitch—the *galvanized* stitching wire. Its superior rust-resisting quality protects cartons and packages—and has won it many friends. Write for free 5 lb. coil. State size used.

ACME STEEL COMPANY
2843 Archer Avenue Chicago, Illinois

ACME
SilverStitch
REG. U. S. PAT OFF.
STITCHING WIRE FOR FIBRE BOXES

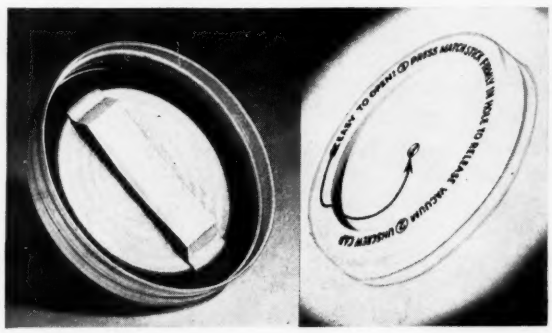
ating position, a lever thrown or repositioned and the inking frames rolled back again, in which case the form rollers will now rack back with the inking frame, permitting the operator to walk in and set the form rollers circumferentially to the desired contact with the vibrators without disturbing the radial adjustment already made to the plates.

It is stated that setting circumferentially will not change the adjustments radially to the plate but setting radially will change the circumferential adjustment to the vibrator, purely because the vibrator is a cylinder and the tangent point changes. Therefore, in setting this new type of distribution the radial adjustment to the plate must be made first, and then the circumferential adjustment to the vibrator.

FOR BETTER VACUUM PACKING

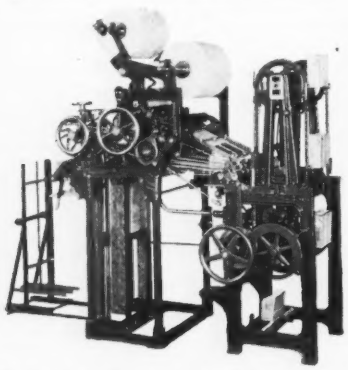
A vacuum cap which claims to automatically vent a sealed container and simplify processing methods has been recently announced by the Closure Division of Armstrong Cork Products Company, Lancaster, Pa. Designated as the Vacu-Vent cap, this closure is said to possess the following advantages: Assures and retains an exceptionally high vacuum—as high as 25 to 27 in.; assures a maximum number of hermetically sealed containers—fewer "leakers"—; simplifies hot or cold packing, sterilizing or pasteurizing processes; easy and economical to apply; designed for standard glass finishes; easy to remove without being damaged or distorted.

When the container is filled, the cap is applied in final sealed position and then the product is processed. A simple automatic valve lets the gases in the container escape through a vent; then atmospheric pressure closes the vent so tightly that a high vacuum is positively assured. This automatic venting eliminates the use of pressure retorts. No blowing off of caps nor



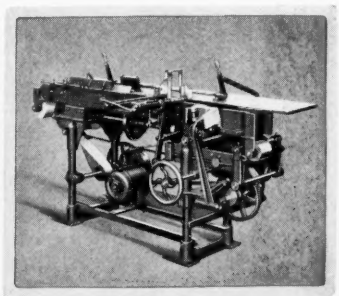
breakage of containers, with consequent loss of contents. Top and under sides of the cap are shown in the accompanying illustrations.

When the consumer gets the package, she simply releases the valve with any suitable object; this breaks the vacuum and the cap screws right off. Removal does not damage the cap in any way, and it is therefore an effective reseal.



Peters Senior Forming and Lining Machine with Automatic Carton and Liner Feeding Device. Automatically sets up and lines carton blanks. Replaces five to seven hand operators.

USER SAVES $7,000.00 in a single year ! !



Peters Senior Folding and Closing Machine. Automatically folds both lining and flaps of filled carton. Speed: 60 per minute. Replaces five to seven hand operators.

IT'S hard to believe. But it's true. These two Peters machines, operating in tandem, have provided a saving over old methods of over seven thousand dollars in a single year. They released for more productive work, the labors of from ten to fourteen operators. They occupied less space .... required less upkeep, produced in faster time. So efficient are they, so speedy, that they may be operated intermittently and still provide distinct economies. For plants of smaller production, comparable savings are being effected by the Junior Machines of this Peters line. Send for full information. Peters engineers will gladly aid you in redesigning your packaging set-up. No obligation. Write to—

PETERS MACHINERY COMPANY
General Office and Factory 4700 RAVENSWOOD AVE.
CHICAGO, U.S.A.



Bostitch Sales Company has recently adopted a new package for Bostitch Staples—shown in the foreground in contrast with the former box. Result: greater visibility and a modernized job throughout. Note the repetitive use of the trade name in the design of the cover paper

•

A RENAISSANCE OF THE POSTAGE STAMP?

(*Continued from page 146*) produced on the size of a gummed sheet equal to one page of MODERN PACKAGING. Firms such as Heinz of Pittsburgh might issue a list of their 57 kinds of products and offer a premium for each complete collection of poster stamps of their goods. This would naturally require the prize winner's purchase of 57 kinds of Heinz's products. Procter & Gamble can offer 20 or more products on poster stamps. Palmolive might present views of countries from whence their products are gathered.

Plan your subjects well—there are many applicable themes—then you will profitably need a second and a third series.

•



Mulford Colloid Laboratories uses this plastic case, with ridged partitions, as a container for ampules—for physicians' use. The entire case is molded of ivory Plaskon by American Record Company

GET INTO THE EXTRA-SALES CIRCLE (WITHIN CUSTOMERS' ARMS LENGTH)





Display Easel

Where REAL PROFIT begins!

When a dealer puts your product close enough to customers that they can "get their hands on it," he is increasing ten-fold his and your chances of making extra sales. It's these extra sales (purchasing people don't intend to make when they enter a store) that make dealers enthusiastic over Union Display Racks—and total up to fine sales increase for manufacturers.

Dealers want them; they're most effective and practical; they cost little. Low-priced, high-powered sales promotion—write for suggestions and prices NOW.



Compact Automatic Display



Stock and Storage Rack

UNION STEEL PRODUCTS CO.
521 Berrien St. Albion, Mich.

SEE UNION'S EXHIBIT AT THE PACKAGING SHOW!

UNION DISPLAY RACKS



THE MEDAL WINNER
USES
"SEAL SPOUT"
ALUMINUM POURING SPOUTS

ADAPTABLE TO ANY GRANULAR FLOWING PRODUCT



CONVENIENT
PREVENTS SPOILAGE
SANITARY
ECONOMICAL
CREATES NEW SALES APPEAL

The makers of Rose Brand Rice had an eye on re-sales when they specified "Seal Spout" Aluminum spouts for their new, All-America prize winning packages. And instant dealer and consumer acceptance is now bringing sales up to new high records . . . just as it has for so many other users of this inexpensive package convenience.

You can improve your product . . . win new dealers . . . gain added sales by specifying sanitary "Seal Spouts." Let us tell you more about them. Write to . . .

AMERICAN ALUMINUM WARE CO.
378 Jelliff Ave. Newark, N. J.



The new Florafaire "Peek-Pak," a part of the regular Florafaire service which is produced by the Hilmer V. Swenson Company features a unique transparent cellulose construction for Valentine's Day. It will hold any type of corsage of orchids, gardenias, violets and other favorites

•

WHY NEGLECT THE SILVER POLISH PACKAGE?

(*Continued from page 140*) and distinction of his work. The present package has all of the Jensen characteristics—the lovely lettering, the touch of the craftsman who takes supreme pride in his work. But the designer has not stopped at mere surface decoration. He has gone further and calculated the element of production cost and cut this cost. That is the final test of expert industrial designing. Therein lies the true value to the manufacturer.

The glass container has been employed for the silver polish, but no glass shows on the exterior of the package. Silver foil has been spread over the glass surface, with all design elements printed in a single color—black. The treatment of this one color process is extremely interesting. In certain places the black printing is used to blot out portions of silver; in other places the black is used to imprint a legend or directions. Thus, the words "Silver Polish" and the swirls on the side appear in silver relief; whereas "Bennetts" and the directions are in black lettering on the silver surface.

The cover is an interesting feature of the package. It creates the impression of an expensive closure. But it is not expensive. A plain screw cap is employed, with the top lacquered in aluminum. The manufacturer identity employs debossed printing, and a distinctive effect is created by having the name Bennetts running three times in three different directions across the top of the closure.

In this package the feminine consumer has been given an object which at last associates a silver polish with the luxury and charm of silver itself.

PACKAGE IDENTIFICATION AND PROTECTION

(*Continued from page 158*) The field work has been long since completed but time is, of course, required to digest and analyze the figures obtained. This census rounded up the most comprehensive data yet obtained on both wholesale and retail trade under post-depression conditions, and it is expected that when these statistics have been properly translated they will afford the most vivid picture of the changes that have occurred in retailing from 1929 to 1933 and will likewise disclose more fully than has heretofore been possible the current trends in merchandising.

Can the advertisement coupon be drafted as a questionnaire, to ascertain consumer-preferences for brands, alternative package styles etc.? This is the interesting question which has been raised by the current policy of General Mills. In its Gold Medal Flour limerick contests, this marketer has ventured to dissent from the old theory that all that can be expected of a coupon-filler is to sign on the dotted line. The Gold Medal blank has space for several responses—among others the declaration whether the participant is a new or old user of the flour. The feature of this quiz-by-coupon best calculated to start packagers to thinking is the plot to trace conversions. Traditionally, the one most difficult job in checking the drawing powers of trade marks, labels or package forms has been to ascertain whence came the recruits to the new magnet. General Mills undertakes to gather its own census at first hand by placing in the most prominent position on its coupon the question "What Brand Did You Use Before?" Incidentally, it is interesting to note that in this new departure General Mills is not manifesting any curiosity as to consumer-preferences for package sizes. Indeed, in making conditions for the couponed contest the Gold Medal people specify: "No special size—simply buy whatever size you usually buy."

Brazil nuts constitute the latest challenge to the forces of packaging-for-identification-and-display. The Brazil nut advertising fund has an effective publicity campaign in full cry. But, in sad contrast to the walnut situation, nothing has been done up to the present time in the matter of collective trade marking of Brazil nuts in the shell or packaging Brazil nuts in the shell for consumer units. Any packaging that is done is not the work of the primary marketers but by chain store organizations or similar distributors. One handicap which, up to now, has balked attempts to package even the shelled Brazils is the fact that if they are kept for any length of time at ordinary room temperature there is a tendency to become rancid. With the new discoveries in anti-rancidity packaging this should not prove an insurmountable difficulty, if and when resourceful package-suppliers get busy.

FULL-LINE packaging, and the adoption of "family" dress for affiliated products are likely to be affected if Congress grants the request lately made



Sales Doubled
by ANDROCK-DESIGNED WIRE DISPLAY

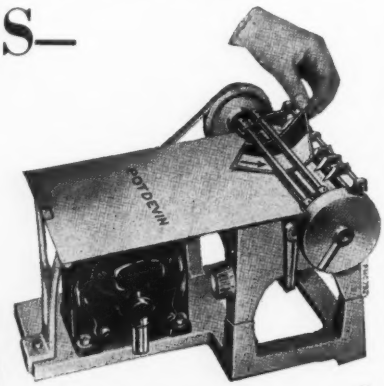
Quickly, ANDROCK Wire Displays will move your products off dealers' shelves, into the "sales-zone" on dealers' counters, into the hands of consumers. The display pictured here is typical of ANDROCK designing. Its selection for award in the All-America Package Competition spotlights its effectiveness—it has already more than doubled Burgess Flashlight sales!

Send a sample of your product to Rockford or to Worcester . . . tell us its retail price, type of outlets, and number of displays you may need . . . within ten days we will submit an ANDROCK Wire Display suggestion to you. If you wish, one of our representatives will call for a sample of your product, or to discuss the many advantages of wire displays. Our experience in manufacturing sales-boosting displays is "at your service"—write us at Rockford or Worcester.

It's AN Androck PRODUCT
THE WASHBURN COMPANY
ROCKFORD, ILL. WORCESTER, MASS.

THE MODERN PLANT OF MIDLAND DISTILLERIES USES—





POTDEVIN
LABEL PASTERS

Behind every prize-winning package you will find a plant geared to perfect package production. So it is in the plant of Midland Distillers where Potdevin Label Pasters are an important and economical aid in the correct labeling of the All-America Gold Medal Southern Comfort Package.

Panel labels, neck labels, revenue stamps, back labels, etc., for bottles of whiskey, gin, wine, rum, brandy and cordials are machine-pasted rapidly so girls can attach revenue stamps, panel labels and back labels continuously without paste-ooze at edges of labels because the paste coating is accurately controlled. The printing remains clean.

Label short runs and private brands economically because no machine-adjustment is needed for variations in sizes or shapes of labels. Straight line production conveyor systems are often equipped with Potdevin Pasters. For bench work, a Paster supplies one to four girls with assorted labels. The 6″ Label Paster with motor is $60.00 f.o.b. Brooklyn.

Other users include Fruit Industries; Schenley Co.; Lash Inc.; James Clark, Dist.; Hiram Walker & Sons; Jos. E. Seagram & Sons; Maryland Dist.; Carstairs Co.; Cavalier Corp.; Penn-Maryland Corp.; Ben Burk, Inc.; Glenmore Dist.; Laird & Co.; Edward Trainer Co.; Geo. T. Stagg Co.

POTDEVIN MACHINE CO.

1218 38th St., Brooklyn, N. Y.

Telephone: Windsor 6-1700

by the Federal Trade Commission for additional police power. As a result of its chain store investigation, the so-called "supreme court of business" seeks authority to put an end to common ownership of supposedly competitive enterprises. Corporate mergers which have retained the package individuality of their respective specialties would presumably have nothing to fear. Not so, the consolidations that take the rivalry out of trade by enforcing package uniformity upon ostensible contenders for popular favor.

The Trade Commission wants to have one of its big sticks—the Clayton Act—amended so as to make it a more effective obstacle to the steady trend toward monopoly. The elimination of competition between corporations brought about solely by the purchase of assets is not now illegal unless the corporations involved unreasonably restrain commerce in the entire industry. The new teeth sought for this law would require that competition between individual units be maintained. No proof to be required of lessening of competition.

Free deals, so-called, and, possibly, sampling and combination packaging, might, in some instances, be placed on the defensive should Congress put a second patch on the Clayton Act at the suggestion of the enforcement agency. Section 2 would be tinkered "to preserve the element of equality among buyers" by preventing sellers from discriminating in price on account of differences in the quantities sold. Under the stiffer code, which is now sought, different prices or different discounts would be permitted only when supported by actual differences in cost. Finally, the Trade Commission wants more power to its arm to the end that it may call a halt upon local or intrastate abuses in trade which injuriously affect honest competitors engaged in interstate commerce. Local or regional piracy of national standard packages would come under this head. And the counterfeiting of package labels and color plans which is so difficult to scotch when conducted within the boundaries of a single state.

What protection may be invoked for the package-mount, as distinguished from the package proper? Or for the entity formed by a package and its individual holder or supporting stand? Here is a poser that is very much a question of the hour. It gained its new insistence when modern plastics glorified conventional containers by providing consumer units with pedestals, boots or other elevating or emphasizing devices. Further pressure has come with the increasing vogue for mounting tiny vials of perfume and other diminutive containers on individual cards or easels—in short, framing each item in its private display card. Packagers have been peeved when told that they cannot register a package mount as a trade mark, albeit the card may bear a trade mark as part of its copy. So, too, a label copyright is available only in the event that it can be shown that the card is inseparable from the container for which it serves as a prop. The average package mount has a slim chance to qualify for a design patent. Virtually, the only shelter is in copyright as an advertising "print." Some packagers have

been worried on this count lest their cards or easels have trouble in qualifying as "artistic and intellectual productions" as the law requires. The censors at Washington are growing more accommodatingly lenient on this score. The other day the Patent Office admitted to copyright a print which was made up of a picture of a double arrow and a brand name. The federal gatekeeper winked at this as being not only artistic but likewise "fairly descriptive" of the goods, which latter is required.

APOSTLES of package simplification, within and without the National Bureau of Standards, are turning their eyes to "secondary" containers as an untouched field for reform. Secondary containers, as the experts at the Department of Commerce make the classification, consist of the grouping or consolidating containers in which "primary" containers are packed—but constituting an intermediate type between consumer-units and shipping containers. Just one attempt has been made, to date, to simplify paper-board secondary containers—the lone adventure involving a concentration of sizes and styles of secondary containers for canned fruits and vegetables. All else that has been wrought in this quarter represents the effort of individual firms to establish their own standards for secondary containers. It is not the business of the executives of the Simplification Division to actually start anything in the weeding out of surplus and uneconomic secondary containers. But they are making no secret of their belief that handling, storing, loading and unloading costs could be cut if secondary containers were all reconciled to compromise patterns and capacities. The simplification specialists have conducted an investigation which indicates comparatively little desire to individualize or distinguish secondary containers, for the sake of identification and advertising, as is common with primary containers. In the vast majority of cases, individuality of secondary containers is expressed solely in labels. That leaves the door open for reductions of varieties in shape and dimensions. The same is declared to hold true of what the Department ranks as a third species of container—a bundler of secondary containers that falls short, in certain respects, of the definition of a shipping case or container.

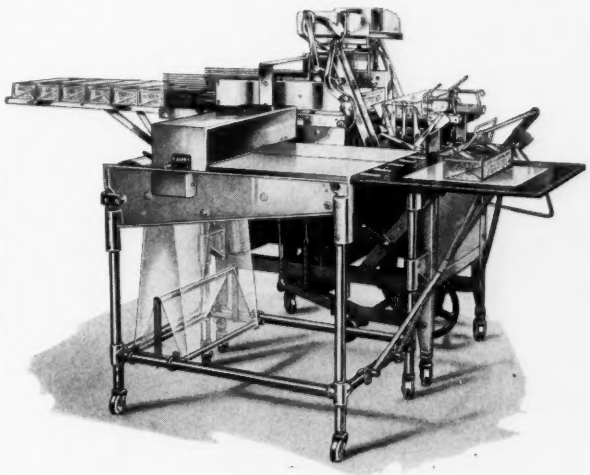
COLOR will be responsible if the most unlikely candidate is, this winter, converted to packaging. Up to now, if any person suggested packaging sponges—the ordinary variety of sponges—he expected little sympathy from the industry. But this season has witnessed the appearance of "tinted" sponges—sponges in all the colors of the rainbow to match lavatory facilities. And the sequel is an abrupt thawing of the old prejudice against packaging. It is not solely that the colored sponge spells class and is entitled to the dignity and privacy of a package of its own. More persuasive is the impulse to employ packages in the several colors to denote the hue of the sponge contents, even as manufacturers of toilet tissue and other specialties served in a



Another!

All-America Medal for Miller . . . .

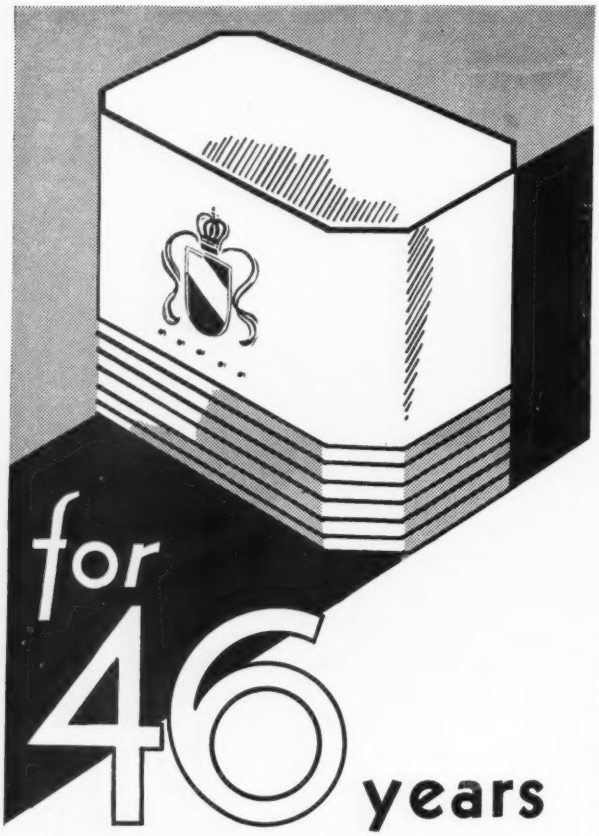
MILLER CONTRIBUTES A BEAUTIFUL CELLOPHANE WRAP TO THE PRIZE WINNING LIPTON TEA PACKAGE



When in Chicago for the Packaging Exposition, be sure to see the Miller Wrapping and Sheeting Machine . . . for Packages that win in appearance and low cost.

MILLER WRAPPING & SEALING MACHINE CO.

14 S. CLINTON STREET, CHICAGO



for 46 years

the name of - - - -

BUEDINGEN

has meant QUALITY

Age is a rarity in the highly competitive box-making business. Firms come and go . . . and only a few come through the years with a reputation of high quality . . . in design, in workmanship and in their relations with their customers.

Such a firm is the house of Ferdinand Buedingen . . . a house which has built up its clientele through years of service until today it numbers among its customers many of the foremost factors in American industry.

If you want your package to equal, in design and in quality the standards you set for your product . . . we invite the opportunity to discuss your box-making requirements with you. The services of our Designing Department will gladly be placed at your disposal. Write to—

FERDINAND BUEDINGEN COMPANY

INCORPORATED

ROCHESTER, N. Y.

variety of selective colors are employing containers or wrappers in the respective tones as keys to color variations. The colored package as a stock clue has an especial advantage in the case of any product, such as bath sponges, where the cause of sanitation is served by a sealed package.

"UNIFICATION" of package copy, by force of Uncle Sam's will, is in prospect. Unification, meaning in this case, not literal, absolute standardizations but close conformity, in essentials, to one pattern for all package messages relative to a given product, be these internal, external or accessory. The official dream of compulsory uniformity in associated package texts and pictures is indulged at Washington incident to the renewal, in the present Congress, of the perennial effort to revise the Federal Food and Drug Act and extend its scope to encompass cosmetics.

The new version of the Copeland Bill (successor of the so-called Tugwell bills) is known as S 5 and follows, in its dictates to packaging, pretty much the same lines as the similar bills in the previous Congress. That is to say there are long-sought prohibitions upon packages so shaped, formed or filled as to deceive purchasers. Ditto, the demand that every package carry the packers name and address etc. The plot for uniformity of package copy lurks in the section dealing with labeling. More especially in the definition of "label" which is not to be restricted to the sticker on a container but would include all other written, printed or graphic matter in any form attached to or accompanying an article of food, drugs or cosmetics.

Conceived in a spirit of reform, the primary, academic purpose of this stretch-out of the term "label" is, of course, to prevent packers from making claims on inserts, outserts or package attachments of any kind, which they would not be allowed to make, on pain of "misbranding," directly on the container. The practical outcome of such a leveling operation must be to prescribe one copy formula for all package layers and all printed matter used as package fillers, or even handed out with packages. This scheme to make package copy synonymous with label copy would apply to package pictures as well as running text.



For bluing: Fibre cans with perforated fibre tops shown at left were successfully substituted for a wooden package with metal closure shown at right. The innovations are products of the Cambridge Paper Box Company

FIFTH PACKAGING EXPOSITION

(*Continued from page 101*)

Thursday, March 7, 10:00 A.M.

Keynote Address: Francis Chilson, chairman; consulting production engineer.

Standard vs. Special Machinery: George F. Pond, Pneumatic Scale Corporation, Ltd.

The Second Sale: Dr. G. F. Des Autels, Kalamazoo Vegetable Parchment Company.

Packaging of Dry and Powdered Products: J. L. Ferguson, president, J. L. Ferguson Company.

Use of the Photo-Cell in Wrapping: Boyd H. Redner, Battle Creek Wrapping Machine Company.

How Adjustability of Machinery Affects Packaging Cost: F. C. Chase, E. R. Squibb & Sons.

Summary of Production Day Program: Dr. L. V. Burton, editor, *Food Industries.*

Discussion.

Thursday, March 7, 1:45 P.M.

Packing and Shipping Conference and Clinic, Chairman, E. E. Ames; vice-president and director of sales, General Box Company; vice-president, American Management Association, in charge of Industrial Marketing Division.

Corrugated Shipping Containers: Don L. Quinn, president, Don L. Quinn Company.

Opportunities and Problems in Packing and Shipping: J. D. Malcolmson, Container Division, Robert Gair Company.

Standard Technique in Testing for Serviceability in Interior Packing and Shipping Containers: Edward Dahill, Jr., chief engineer, Freight Container Bureau, Association of American Railroads.

Presiding at the Clinic: J. H. Macleod, vice-president, Hinde & Dauch Paper Company.

Summary of the program: C. M. Bonnell, Jr., Editor, *Packing and Shipping.*

Friday, March 8, 10:00 A.M.

Keynote Address: Oliver F. Benz, chairman; director of sales, Du Pont Cellophane Company, and member, executive committee, American Management Association.

Protective and High Gloss Finishes: Charles F. Clarkson, vice-president, International Printing Ink Corporation.

Plastics in the Packaging Picture: Allan Brown, advertising manager, Bakelite Corporation.

Developments in Foil Wrapping: A. B. Schell, The Hills Brothers Company.

Special Papers Used in Packaging: Speaker to be announced.

Glass Containers and Closures: John T. Ogden, publisher, *Glass Industry.*

Summary of Materials Day Program: Marshall Haywood, president, *Packaging Digest.*

Discussion.

AN IMPROVED BOTTLE LABELING MACHINE GUM

by: Ad Hesive

AD SAYS: Our Star #147 Bottle Labeling Gum will work perfectly in all types of automatic labeling machines. It is equally adapted for labeling hot, cold, wet, dry and greasy jars and bottles. This gum never crystallizes, therefore the change of climate will not cause a disastrous effect. Its elastic properties will always take up the difference in expansion and contraction between the glass and the paper. Star #147 gum is non-staining, resulting in a very neat and clean appearance on your bottles and jars.

Another point of importance is the moisture-proof properties which will hold labels fast in refrigerators, and for an extended length of time in ice water. Many of our customers use Star #147 label gum as shipped, others dilute it with cold water. The speed of your machine causes this difference. Send for our booklet "Important Operating Points."

MACHINE-CAST PRINTERS' ROLLERS · ESTABLISHED 1849 ·

BINGHAM BROTHERS COMPANY

Founded 1849

All Kinds of Rollers and Adhesives

406 PEARL ST., NEW YORK

ROCHESTER, N. Y.
980 Hudson Ave.

PHILADELPHIA, PA.
521 Cherry St.

BALTIMORE, MD.
131 Colvin St.

NRA

WHEN STAPLES MUSTN'T SHOW

BOSTITCH

HAS THE ANSWER



Sometimes . . . because of the peculiar construction of a product . . . the advantages of Bostitch stapling must be obtained without permitting the staples to show. Such a case was that of Lechler's hair curling device . . . a metal product which *might* have been damaged by the staple.

Bostitch proves the speedy answer by stapling small rubber bands to the card and then inserting the product through the bands to achieve a permanent, sturdy attachment . . . while still permitting easy examination of every side of the product.

Your product may be susceptible to stapling. Ninety percent of the products submitted to us are. Or some such device as this may solve your problem. But whatever your needs . . . remember that there is some way of achieving the advantages of Bostitch stapling . . . easily and economically. Bostitch engineers will gladly help you in solving your problems . . . in achieving Bostitch freedom from theft and spoilage, Bostitch advantages of display and package economy. Investigate. Clip the coupon for complete information.

★

Bostitch Sales Company

East Greenwich, R. I.

Please send descriptive folders on Bostitch fastening and merchandising methods.

MP-2-35

Name .....

Address .....

City ..... State .....

Friday, March 8, 2:00 P.M.

Fifth Packaging Clinic: Irwin D. Wolf, chairman. The clinic proceedings will be strictly confidential with no publicity in any form permitted.

All of the conference events and clinics will be held in the Grand Ball Room of the Palmer House.

According to most recent advice, the exhibitors at the Fifth Packaging Exposition, together with the designated number of each booth, are as follows:

Advertising Age	133
Advertising Arts	507
American Can Company	209
Armstrong Cork & Insulation Co.	508
Associated Cooperate Industries of America	301
Bakelite Corporation	101
Bennington Waxed Paper Co.	504
Ben Mont Fancy Papers, Inc.	504
Breskin & Charlton Publishing Corp.	401
Celluloid Corporation	304
Chicago Neostyle Envelope Co.	202
Cleveland Container Co.	124
Container Corporation of America	506
Continental Can Co.	106
Dexter Folder Company	102
Doehler Die Casting Co.	112
Drug and Cosmetic Industry	316-A
Du Pont Cellophane Co., Inc.	201
J. L. Ferguson Co.	601
Food Industries	107
General Box Company	311
General Plastics, Inc.	402
Hinde and Dauch Paper Co.	407-S
Kalamazoo Vegetable Parchment Co.	303
Kimberly-Clark Corporation	413
National Metal Edge Box Co.	105
New Jersey Machine Co.	409
New England Collapsible Tube Co.	509
Owens-Illinois Glass Co.	103–4
Packaging Digest	414
Package Machinery Co.	204
Packing and Shipping	125-A
Phoenix Metal Cap Co.	503
Pioneer Paper Stock Co.	404
Reynolds Metals Company	305–6–7
Riegel Paper Corporation	501–2
W. C. Ritchie and Company	312
Stokes and Smith Co.	302
Sylvania Industrial Corp.	511
Triangle Package Machinery Co.	309
Union Steel Products Co.	111
Williamson Glue and Gum Works	510
Wilson and Bennett Mfg. Co.	108

The Mason Box Company has announced that on and after February 1 the new address of the New York office will be 175 Fifth Ave. (Flatiron Bldg.). Telephone Gramercy 7–5080.

"JUDGE NOT, LEST YE BE JUDGED"

(*Continued from page 103*) be interested in finding out whether the decision of the judges was justified in terms of selling appeal. The real test of a package is not "how good looking is it?" but, rather, "how much merchandise will it sell?" Using the latter as a yard stick to determine whether or not the decision of the judges was justified, we are glad to inform you that the zinc die-cast boxes were among the most popular sellers we have ever had.

As you will recall, some of these boxes were oval shape and some square. The former was produced in four different color combinations and the latter in eight. The demand for these packages was so great that it was necessary to reorder them several times.—C. M. Leopold, Hickok Manufacturing Company Inc.

OUR pen desk set package was developed exclusively for holiday business. It was current during the Fall of 1933 with us for holiday business of 1933 and, at the end of the year, it was discontinued, it being our practice not to show any of the special Christmas packages or, in fact, to use any utility packages in our regular line throughout the year. The package was not reinstated in our line for the holiday season of 1934 therefore, there has been no change in the circumstances since last year.—H. A. Peter, Pioneer Suspender Company.

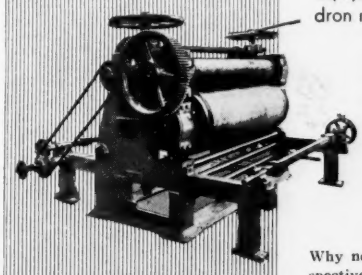
IT has been our aim for sometime to attempt to improve the methods of packing and marketing of vegetables. We, therefore, proceeded with the use of the "window" carton. We tried them several years and finally concluded that it was not the proper package for asparagus as we found that the bunches did not keep as satisfactory in this box as in the open crate.

Vegetables must have an abundance of air and without this they have a tendency to sweat which is visible on the windows of the boxes. We also learned that the customers purchasing these boxes were very reticent toward paying a greater price for asparagus packed in this way.—W. P. Starkey, Jr., Starkey Farms Co.

AS an instance of thoroughgoing package success, the winner of the bottle and jar group in the All-America Package Competition for 1934 has borne out the opinion of the distinguished jury of merchandising experts who selected it. This is the quart bottle of Paul Jones whiskey, produced by Frankfort Distilleries, Inc., Louisville and Baltimore. The bottle was designed by S. C. Miller, a vice president of the company.

Suggesting in design and coloration the "Little Brown Jug" of storied song, the peal-shaped full quart bottle is noteworthy in that it closely resembles the hand made flagons of colonial times. It is packed in the tamper-proof carton originated by Frankfort during the difficult times of prohibition when bootleggers widely sought to imitate the medicinal whiskeys

WALDRON MACHINES ..to improve quality increase output reduce costs..



"Centennial" Embosser

for . . more profitable converting in 1935

Satisfy yourself as to the extent of the economies and advantages of modernizing your equipment with rugged Waldron machines for . . . .

COATING
LAMINATING
EMBOSSING
PRINTING
GUMMING
CREPEING
SLITTING
WINDING

Why not discuss present or prospective processing requirements with a Waldron engineer. Get his recommendations. No obligation incurred.

OVER A CENTURY OF EXPERIENCE BUILDING PAPER CONVERTING MACHINES

JOHN WALDRON CORPORATION
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made by the concern. The tin top and bottom carton must be destroyed before the bottle can be removed.

Frankfort Distilleries officials have pointed out that, besides the practical virtues of the bottle with its sturdy, non-tipping base, it is frequently seen in such places as art stores, where the distinctive shape and color lend themselves admirably to use as a lamp base. The natural inclination to feature their most attractive wares on the part of retail establishments is another factor in the definite sales promotion value of the prize winning bottle, they stated.

JOHNSTON'S Old Fashioned Home Made Candies, introduced the early part of 1933, caught on immediately and established for itself during that year one of the sales records to which we are proud to point. Its large sales came in the face of almost universally declining sales of all commodities which makes its record even more remarkable.

While the candies in the package were attractively assorted, there was nothing particularly unusual about them, so we must attribute the success of this package largely to the design.

Sales of the Old Fashioned box continued on the up at the beginning of 1934, but because of a changed policy the sales effort on the package was reduced. While appreciating the value of this box it was thought advisable to check it in favor of a new series of packages. In spite of this, Old Fashioned Home Made Candies went ahead and continued to be one of our best sellers during 1934.—R. P. Olmstead, Robert A. Johnston Company.

THE Encyclopaedia Britannica Monographs have had a normal sale. We feel certain that the jacket has made them more attractive books but they are the kind of book for which we anticipate a steady but not an overwhelmingly large sale.—Walter Yust, Encyclopaedia Britannica.

WITH regard to the success of our prize-winning packages (Red Circle and Eight O'Clock Coffee Bags), we wish simply to say that the reaction to the packages by consumers as well as by the store personnel has been exceedingly satisfactory. We find that the packages have notably fulfilled the purposes for which they were devised, namely outward expression of the fact that our three coffees are equal in quality; flexibility and attractiveness in display and convenience to the user.—F. W. Buxton, A&P Coffee Service Division.

CAMPANA'S Italian Balm package, which was awarded the All-America cup in the tube division in the 1933 competition, has done well—very well I should say—during the past year. As you know, this tube package was brought out in response to popular demand. We had received so many requests from customers and dealers for Italian Balm in tubes that we finally decided that this demand could not be ig-

nored, and we brought out a tube moderately priced at 25 cents.

We did not expect that the volume on this size would be large and, of course, with a product such as ours it is not as great as the volume on the bottle sizes. Nevertheless, we have been a little surprised at what it has done. Men have taken it up rather enthusiastically and the tube form makes it most convenient for use in connection with shaving. Rubbing a little Italian Balm on the beard before lathering up seems to be a popular procedure and having the product in tubes makes it so much easier to do. Naturally, it is a natural for people traveling. The volume on our tube business is showing a steady, consistent and healthy increase from month to month.—I. Willard Crull, Campana Sales Company.

WE think our new packages have been very helpful in increasing our sales. However, we cannot give the new packages all the credit for our larger sales because we have engaged in sales promotional work and monthly campaigns during the past year. We did not do this to such an extent before 1934. But we do think that our new labels are attractive and clean and fresh looking. We have received quite a lot of compliments on them from our trade. All in all, we are very well pleased with the work which Mr. Allen has done and is still doing for us.—H. H. Ferguson, Kingan & Company.

•

"HOW to Prepare and Use Glues, Pastes and Gums" is the title of an instructive 24-page pocket-size handbook just issued and copyrighted by the National Adhesives Corporation, 820 Greenwich St., New York. This handbook is one of a series of educational brochures published by National Adhesives to show users of glues how they can secure better results and stop waste due to improper handling.

Starting with the storage and care of glue, the handbook discusses in full such pertinent points as opening the barrel, removing the bung and the proper use of spigots. It goes on to discuss the prevention of evaporation and "crusting," the importance of keeping equipment clean, and the correct methods of thinning and diluting prepared glues and pastes.

Recommended methods of preparing and applying various types of dry glues, paste powders and flexible glues are discussed at length. Separate sections are devoted to an explanation of fluidity, viscosity and solid content, and to the use of gums for gluing transparent cellulose tissues. Elaborating on this latter topic, National Adhesives has issued a separate copyrighted 12-page pamphlet "How to Glue Cellophane, Sylphrap, Protectoid, and Kodapak," explaining how to tell these various tissues apart, how to distinguish moisture-proof tissues from non-moisture-proof, and how to determine the type of adhesive required for various gluing operations.

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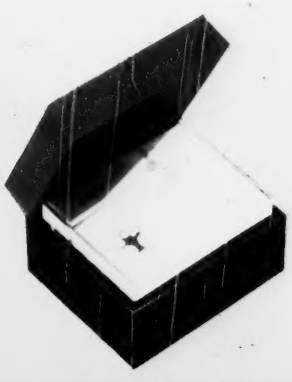
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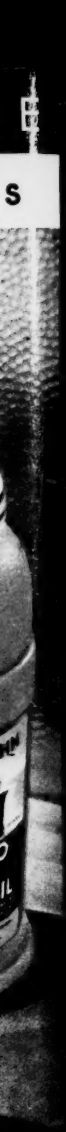
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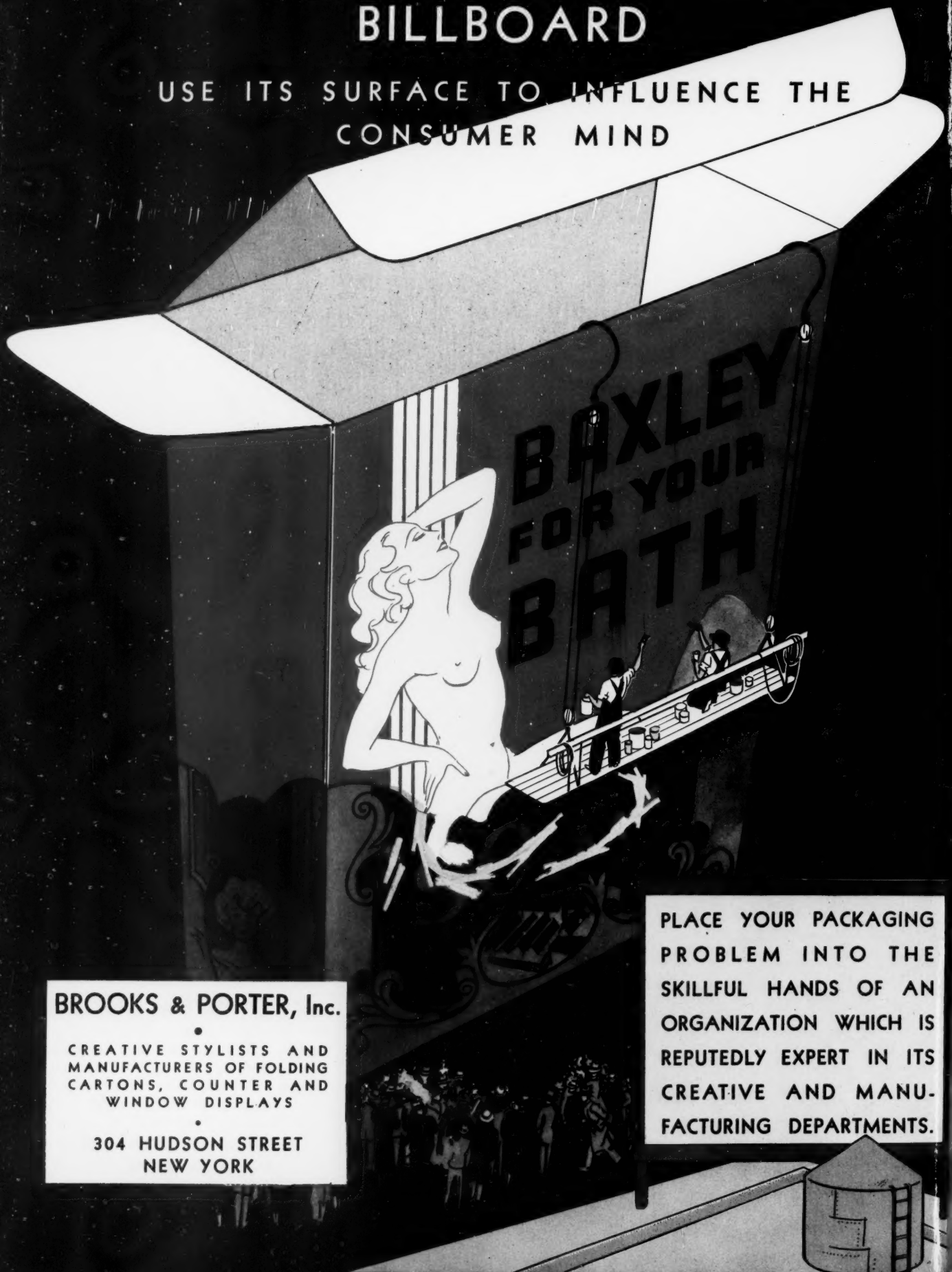
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